

# PATENT ABSTRACTS OF JAPAN

(11)Publication number : 09-330355

(43)Date of publication of application : 22.12.1997

(51)Int.Cl.

G06F 17/60  
G06F 19/00  
G06F 17/30

(21)Application number : 08-147309

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(22)Date of filing : 10.06.1996

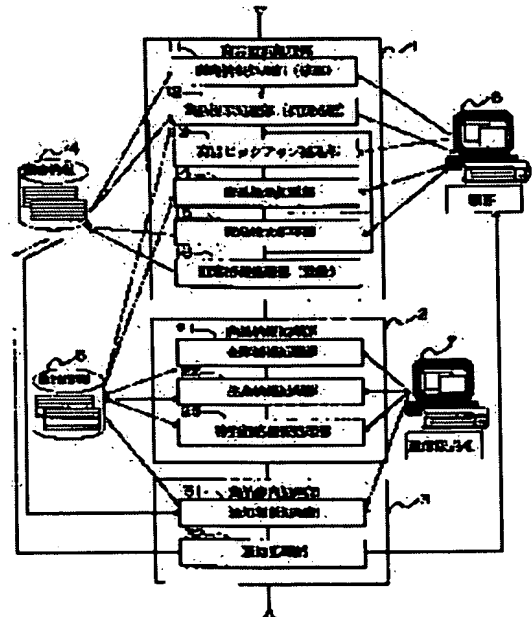
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## (54) MAIL-ORDER SALE METHOD

### (57)Abstract:

**PROBLEM TO BE SOLVED:** To provide a mail-order sale method which enables a customer to examine a commodity which was examined before without looking for commodities every time and informs the customer that the stock of the examined commodity is small and the commodity becomes a special-price commodity as to mail-order sale using a communication line.

**SOLUTION:** On the mail-order sale side, a commodity selecting process part 1, a commodity information processing part 2, a commodity guiding process part 3, a customer information data base 4, and a commodity information data base 5 are provided, and commodities which are sold by mail are shown and seen by using the communication line, a commodity is picked up as a purchase candidate, and the picked-up commodity is stored in the data base 4 as customer information. When the commodity is examined again, picked-up commodity stored in the data base 4 are read out and shown to the customer. When the price of the picked-up commodity has been changed or runs out of stock, information on that is reported to the customer who



picked up the commodity.

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## LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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## CLAIMS

[Claim(s)]

[Claim 1] Mail order side equipment equipped with the terminal unit for customers or the input device for customers, and the customer information database which stored customer information and the goods information database which stored goods information In the communication link sales method which shows a customer goods using the mail order system connected using the communication line The communication link sales method characterized by showing the terminal unit for customers goods according to the directions from the customer using a communication line, and for a customer treating as goods which took up the goods chosen as a purchase candidate, and storing in a customer information database by making into customer information information on goods that it took up.

[Claim 2] The communication link sales method according to claim 1 which displayed the goods which took up to collected another field on the screen of the terminal unit for customers.

[Claim 3] The communication link sales method according to claim 1 or 2 which attaches the identifier distinguished to purchase goods and the goods which consider purchase while displaying the goods which took up on the screen of the terminal unit for customers in distinction from purchase goods and the goods which consider purchase, and was stored in the customer information database.

[Claim 4] The communication link sales method according to claim 1 to 2 which stored goods information including the attribute about the goods which take up in the goods information database.

[Claim 5] The communication link sales method according to claim 1 to 4 as which the customer specified the goods which take up.

[Claim 6] The communication link sales method according to claim 1 to 5 which showed the terminal unit for customers the goods which took up according to the data of the goods which were set as the customer information on a customer information database, and which took up when a customer looked at goods using a communication line again.

[Claim 7] The communication link sales method according to claim 1 to 6 which notified the customer of the situation of goods having changed when the situation of goods of having taken up changed according to the data of the goods which were stored in the customer information database, and which took up.

[Claim 8] the prices of goods were changed when the prices of goods were changed according to the data of the goods which the customer stored in the customer information database took up -- a customer -- \*\*\*\*\* -- the communication link sales method according to claim 7 made like.

[Claim 9] The communication link sales method according to claim 1 to 8 which notified the customer of there being few inventories of goods based on the data of the goods which store the data about an inventory of goods in a goods information database, and are stored in a customer information database when it judges with there being few inventories of goods using the information judged as there being few inventories of goods, and which took up.

[Claim 10] The communication link sales method according to claim 9 which judged whether there would be few inventories of goods using the value which a customer can expect to purchase again as information judged as there being few inventories of goods.

[Claim 11] The communication link sales method according to claim 9 which judged whether there would be few inventories of goods as information judged as there being few inventories of goods using the value of whether a customer purchases to a large quantity.

[Claim 12] The communication link sales method according to claim 9 which judged whether there would be few inventories of goods, using the value of a customer's purchase cycle as information judged as there being few inventories of goods.

[Claim 13] The communication link sales method according to claim 9 which judged whether there would be few inventories of goods from the information judged as there being few inventories of goods, and the quantity which has taken up using the information judged as there being few inventories of goods.

[Claim 14] Mail order side equipment equipped with the terminal unit for customers or the input device for customers, and the customer information database which stored customer information and the goods information database which stored goods information In the communication link sales method which shows a customer goods using the mail order system connected using the communication line Goods are shown to the terminal unit for customers according to the directions from the customer using a communication line. The communication link sales method characterized by treating as goods which took up the goods which presented the still more detailed information on goods according to the directions from a customer, and storing in a customer information database by making into customer information information on goods that it took up.

[Claim 15] Mail order side equipment equipped with the terminal unit for customers or the input device for customers, and the customer information database which stored customer information and the goods information database which stored goods information In the communication link sales method which shows a customer goods using the mail order system connected using the communication line Goods are shown to the terminal unit for customers according to the directions from the customer using a communication line. It treats as goods which took up the goods which presented the still more detailed information on goods according to the directions from a customer. When the situation of goods of having taken up changes according to the data of the goods which stored in the customer information database by having made into customer information information on goods that it took up, and were set as the customer information database and which took up, The communication link sales method characterized by notifying a customer of the situation of goods having changed.

[Claim 16] The communication link sales method according to claim 15 which removes purchase goods and dealt with them as goods which took up among the goods which took up.

[Claim 17] The communication link sales method according to claim 15 dealt with as goods which took up the goods which can be expected to purchase again among purchase goods with the goods which took up.

[Claim 18] The communication link sales method according to claim 15 dealt with as goods which took up the goods purchased to a large quantity among purchase goods with the goods which took up.

[Claim 19] The communication link sales method according to claim 15 dealt with as goods which took up the short goods of a purchase cycle among purchase goods with the goods which took up.

[Claim 20] The communication link sales method according to claim 7 made the customer instruct the advice approach to be.

[Claim 21] The communication link sales method according to claim 7 made the customer instruct an advice stage to be.

[Claim 22] The communication link sales method according to claim 7 made the customer instruct the advice approach and an advice stage to be for every goods of the goods which took up.

[Claim 23] It has mail order side equipment equipped with the customer information database which stored customer information, and the goods information database which stored goods information. In the communication link sales method which shows a customer goods using the mail order system connected using the advice approach which the customer and the customer directed The mail order method which notifies the goods which the customer took up using means of communications to mail order side equipment, and shows the customer who stored the goods which took up in the customer information

database goods.

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[Translation done.]

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**DETAILED DESCRIPTION**

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**[Detailed Description of the Invention]**

[0001]

[Field of the Invention] This invention relates to the communication link sales method which notifies a customer of the information on the prices of goods, an inventory, etc. that the customer considers purchase in a sale of the goods using a communication link.

[0002]

[Description of the Prior Art] The mail order which led the catalog (henceforth this catalog) and TV by current and the print is performed, and the mail order using a communication line is beginning to spread. There is a goods reservation system which reserves goods to the host equipment of a store through a public line network which is indicated by JP,7-73242,A as an example which reserves the goods using a communication line. Usually, even when seeing this catalog of a mail order, examining purchase goods and not purchasing, got interested, the bookmark was inserted into the page by which the goods which consider purchase are carried, or the edge of a book was bent, and goods are taken up. And when seeing this catalog again later, the goods which took up before are relooked for and are examined. However, by the order approach using the above communication lines, since the information about goods that it took up before is not accumulated, goods must be searched and examined each time.

[0003] There is screen retrieval equipment of the interactive system to offer information which advances a screen display carrying out the reduced display of the hysteresis screen of a selected screen which is indicated by JP,5-120350,A as an example as which the hysteresis of a screen is displayed. Moreover, in purchasing goods, the purchaser indicated the information on purchase goods in the application form, applied to it by mailing, FAX, or telephone, and has ordered goods. However, although information can be acquired to a mail order side about the goods which can acquire only the information only about the goods which a customer purchases, but are purchased, information cannot be acquired about other goods which get interested or consider purchase.

[0004] Moreover, when there is a shelf-life in this catalog and it has passed over a shelf-life, the goods carried by this catalog cannot be purchased but a customer needs to recognize a shelf-life. Furthermore, when the goods which do not become sold-out within the shelf-life of this catalog at a mail order side come out, there is a problem used as an unsuitable inventory with the goods which are not carried at the next period etc. There are also goods which goods change for every season in apparel-related goods, and an epidemic etc. has, and are not especially carried to this catalog of the same next season. However, since a customer does not understand the information about the goods which consider purchase, it is not known whether I may introduce goods to any customer.

[0005] There is a hysteresis utilization database retrieval method which is indicated by JP,7-56929,A as a conventional technique of searching the goods corresponding to thinking of a customer from the goods which the customer purchased. Moreover, there are the order managerial system and customer management system system of goods by online which is indicated by JP,6-325059,A as an example of management of inventory information.

[0006]

[Problem(s) to be Solved by the Invention] As mentioned above, by the mail order system using a communication line, since the information about the goods which the customer examined last time is not accumulated, whenever a customer considers purchase, he relooks for goods each time, and has to inquire. Since the information about the goods which the customer examined only by on the other hand accumulating the information only on the goods which the customer purchased in the above-mentioned conventional mail order system is not accumulated, a mail order side Since it does not know which customer is examining which goods by the ability not using as a hand information about the goods in which the customer got interested, and the goods which it is going to purchase for this reason what may be introduced to any customer must not understand specific goods, but all goods information must be introduced to all customers. Work of the information which each goods have is diluted, so that the goods information to introduce increases, and it becomes difficult to mention desired effectiveness.

[0007] The object of this invention is in the mail order system which used the communication line to offer the communication link sales method which can examine the goods examined before, without a customer relooking for goods each time. Moreover, other objects of this invention are to offer the communication link sales method which can be connected when there are few inventories of the examined goods without the need of investigating the situation of goods using a communication line repeatedly, or when it becomes price goods specially. It is in notifying the information on the goods which were adapted for potential want of a customer by registering the information on the goods which the customer examined especially.

[0008]

[Means for Solving the Problem] In order to attain the above-mentioned object, while the customer is looking at goods using the database which has a means for using a communication line and showing the goods of a mail order, and stores customer information, and the database which stores the information on the prices of goods, an inventory, etc. As a purchase candidate, take up goods and the goods which took up are shown. In case information including the information which specifies the goods which took up is stored in the database which stores said customer information and goods are again examined using a communication line The information which specifies the goods which took up from the database which stores said customer information is read, and the goods which took up are shown.

[0009] The database which has a means for using a communication line and showing the goods of a mail order in order to attain the object besides the above, and stores customer information, While the customer is looking at goods using the database which stores the information on the prices of goods, an inventory, etc. When an inventory decreases when the prices of the goods which stored the information which specifies the goods which took up goods and took up in the database which stores said customer information, and took up are changed as a purchase candidate and, a customer is notified of the information on goods.

[0010] Moreover, in order to attain the object besides the above, while the customer is looking at goods using the database which stores customer information, and the database which stores the information on the prices of goods, an inventory, etc. When the goods which the customer took up are notified instead of taking up goods as a purchase candidate The information which specifies the goods which took up is stored in said customer information, and when an inventory decreases when the prices of the goods which took up are changed and, a customer is notified of the information on goods.

[0011]

[Embodiment of the Invention] Hereafter, the example of this invention is explained to a detail using a drawing. Were indicated from drawing 1 from claim 1 to claim 8 by the example 1 using drawing 11. In the goods selection processing section 1, a communication link vender's goods are taken up using a communication line. When a mail order company judges [ the inventory information or production information on goods, and ] whether the prices of price goods are filled in specially and a customer is notified of the situation of goods in the goods advice processing section 3 later (time amount progress) and it notifies in the goods information processing section 2, the correspondence procedure which performs advice processing is explained.

[0012] Next, an example 2 explains the correspondence procedure which judges whether there are few

inventories of goods using the information judged as there being few inventories indicated from claim 9 to claim 13, and the quantity which the customer has taken up using drawing 15 from drawing 12.

[0013] Furthermore, in the system which can present the still more detailed information on the goods indicated by claim 14 and claim 15 using drawing 18 from drawing 16 in the example 3, when having shown goods and there are directions which display the detailed information of goods further, the communication link sales method treated as goods which took up the goods which performed the directions which display detailed information is explained.

[0014] Furthermore, an example 4 explains the communication link sales method a customer can instruct the goods which were indicated from claim 15 to claim 19, and which take up to be, and the communication link sales method which can be judged about whether it considers as the goods which took up about the purchased goods using drawing 25 from drawing 19.

[0015] Furthermore, an example 5 explains the correspondence procedure which can register the advice approach and advice stage which were indicated from claim 20 to claim 22 using drawing 35 from drawing 26. Moreover, in this example, the correspondence procedure which registers the advice approach of goods of having taken up, and the information on an advice stage is explained.

[0016] Furthermore, in the example 6, it changes into registering the goods which take up while seeing goods using the communication line indicated by claim 23 using drawing 38 from drawing 36, and the communication link sales method which registers the goods which take up using other transfer approaches is explained.

[0017] In addition, in this description, the goods which took up in order that a customer might get interested or might mention to the candidate of purchase are made to call pickup goods, and a call and the goods to order order goods.

[0018]

[Example] First, the 1st example of the communication link sales method concerning this invention is explained. Drawing 1 is drawing showing the configuration and its processing flow of the whole system of a mail order. The system of a mail order by which the customer to whom the communication link sales method concerning this invention is applied can communicate using a communication line The goods selection processing section 1, the goods information processing section 2, the goods advice processing section 3, and the customer information database 4 that stores customer information, It consists of mail order side input units 7 for instructing it as the goods information database 5 which stores goods information, and the input unit section 6 for customers for the terminal unit for customers or customer who can use a communication line directing further from a terminal unit [ by the side of a mail order ], or mail order side. The customer information database 4 with which customer information, such as a customer's number (ID), an address and the telephone number, and the accounting approach, is stored, and the goods information database 5 with which the lot number of goods and goods information, such as a price and an inventory, are stored are stored in storage, respectively.

[0019] The goods selection processing section 1 consists of the customer information processing section (check) 11, the goods presentation processing section (initial processing) 12, the goods pickup processing section 13, the goods presentation processing section 14, the goods order processing section 15, and the customer information processing section (registration) 16. The goods information processing section 2 consists of the price information processing sections 23 specially with the inventory information processing section 21 and the production information processing section 22. The goods advice processing section 3 consists of the advice decision processing section 31 and the advice processing section 32.

[0020] Drawing 2 shows the example of a display of the goods display screen of the mail order in the input unit 6 for customers, and the goods image presentation area 61 which presents a goods image, the goods information presentation area 62 which presents goods information, the area 63 for directions for a customer to direct, and order / pickup goods presentation area 64 which presents order goods and pickup goods are established in the goods display screen 60. In this example of a screen display, there may be goods image presentation area 61 and area for showing goods other than this, although the goods information presentation area 62 is used, and goods may be shown using still more nearly another



display screen. The directions about the directions about pickup and an order of the goods shown to the goods display screen are directed in the area 63 for directions for a customer to direct.

[0021] In order that a customer may direct menu manipulation, in the area 63 for directions The "degree" carbon button 631 for directing modification of the goods shown, and the "front" carbon button 632, The "pickup registration" carbon button 633 for directing the pickup of goods, The "pickup cancellation" carbon button 634 which cancels the once performed pickup, Each actuation field of the "order registration" carbon button 635 for directing an order of goods, the "order cancellation" carbon button 636 which cancels the once performed order registration, the "order screen" carbon button 637 for displaying an order screen, and "termination" carbon button 638 for ending a system is prepared. [0022] Moreover, the pickup goods viewing area 642 which displays the goods information or the goods image of the order goods viewing area 641 and pickup goods which displays the goods information or the goods image of order goods is formed in order / pickup goods presentation area 64. In order to distinguish order goods and pickup goods, in the example shown in drawing 2 , the display of the frame of the two above-mentioned viewing areas is changed. Moreover, when the goods of the arbitration of order / pickup goods presentation area 64 are directed, the image of the directed goods is shown to the goods image presentation area 61, and the goods information on the directed goods is shown to the goods information presentation area 62.

[0023] Drawing 3 is the example of a screen display of the order screen of a mail order. If the "order screen" carbon button 637 on the goods display screen 60 of drawing 2 is touched, the order screen 65 shown in the display of the input unit 6 for customers at drawing 3 will be displayed. The order goods information-display area 651 which displays the information about order goods, the pickup goods information-display area 652 which displays the information about pickup goods, the "order" carbon button 653 which directs an order, and "termination" carbon button 658 which directs termination of directions in an order screen are displayed on the order screen 65. Moreover, the carbon button for directing migration between the order goods information-display area 651 and the pickup goods information-display area 652 is prepared in goods information, and it works and has the work which moves the goods which move the goods chosen in the order goods area 651 to the pickup goods area 652 according to directions, respectively, and which are chosen in the pickup goods area 652 to the order goods area 651 according to directions. The "order goods" carbon button 654 for moving to the order goods area 651 from the pickup goods area 652 as a carbon button for directing migration of goods, "Migration" carbon button 655 for making it move between the pickup goods area 652 and the order goods area 651, "Cancellation" carbon button 657 for canceling the registration to the "pickup" carbon button 656 and the order goods area 651 for moving to the pickup goods area 652 from the order goods area 651, and the pickup goods area 652 is formed. The goods information displayed on order goods information-display area or pickup goods information-display area is shown on a screen also about information, such as a color, and size, a price, with an image data.

[0024] Drawing 4 is processing flow drawing of the mail order system shown in drawing 1 . Step S8 shows processing in the goods selection processing section 1 from step S1, step S11 shows processing in the goods information processing section 2 from step S9, and step S13 shows processing in the goods advice processing section 3 from step S12 further.

[0025] If a customer connects the input unit 6 for customers to the system by the side of a mail order using a communication line, in the customer information processing section (check) 11, according to a customer's number input, the information of the customer who specified from the customer information database 4 which stores the customer information which a customer ID number etc. is a mail order side, and has been managed will be called, and a customer will be checked (S1). In the case of the new customer who is not registered into the customer information database 4, customer registration is carried out and registration information is stored in the customer information database 4. Moreover, when it chooses that a customer does not register a customer, it progresses to degree step S2, without carrying out a check and registration of a customer.

[0026] In the goods presentation processing section (initial processing) 12, reservation of the field for showing the terminal unit 6 for customers goods etc. is processed, and the screen display of the mail

order except the display of order / pickup goods presentation area 64 of the goods display screen 60 shown in drawing 2 is performed. Moreover, when the setting-out information on the terminal unit 6 for customers is stored in the customer information database 4, processing for showing the goods according to setting-out information is performed (S2). In the goods pickup processing section 13, if pickup goods are directed to the customer information read at step S1, pickup goods will be shown to the pickup goods display area 642 of order / pickup goods hand presentation area 64 of the terminal unit 6 for customers (S3).

[0027] The goods pickup processing section 13 repeats processing of the following step S5 - step S7 until a customer touches "termination" carbon button 638 and directs termination (S4). When the "pickup cancellation" carbon button 634 is touched when a customer touches on the goods shown on the goods display screen 60 shown in drawing 2 on the "pickup registration" carbon button 633 and directs pickup registration, and cancellation of pickup registration is directed, the goods pickup processing section 13 judges the directions about the pickup of goods to be a carrier beam, and performs processing about pickup (S5). The detail is later explained using drawing 6.

[0028] The goods presentation processing section 14 carries out sequential presentation of the goods in the goods image presentation area 61 and the goods information presentation area 62 according to directions of a customer (S6). In the goods display screen 60 shown in drawing 2, if the "degree" carbon button 631 is touched, the following goods information will be shown, and if the "front" carbon button 632 is touched, the information on front goods will be shown.

[0029] In the goods order processing section 15, if a customer touches the "order registration" carbon button 635, the "order cancellation" carbon button 636, and the "order screen" carbon button 637 and directs in the goods display screen 60 shown in drawing 2, the directions about an order of goods will be judged to be a carrier beam, and processing about an order of goods will be performed (S7). The detail of goods order processing is later explained using drawing 8.

[0030] If a customer performs processing about an order, touches "termination" carbon button 638 and directs termination, the customer information processing section (registration) 16 will perform registration processing of customer information (S8). The detail of registration processing of customer information is later explained using drawing 9.

[0031] The number of inventories of each goods is registered into the goods information database 5 which stores goods information in the inventory information processing section 21 (S9). The future production schedule of each goods is registered into the goods information database 5 which stores goods information in the production information processing section 22 (S10). The identifier of whether it carries out whether the goods concerned will be produced from now on and the rough number of production schedules is sufficient as the content of production information registration, and it may be the number of production schedules for every fixed period.

[0032] In the price information processing section 23, a price is specially registered into the goods information database 5 about the goods specially made into the price (S11).

[0033] In the advice judging processing section 31, it judges whether a customer is notified of goods information (S12). In the advice processing section 32, the customer who judged with notifying goods information is notified of goods information in step S12 (S13). Processing of step S12 and step S13 is later explained to a detail using drawing 11.

[0034] Drawing 5 is drawing showing the outline of the structure of the customer information stored in the customer information database 4. The customer information database 4 is divided roughly and consists of a customer ID table 41, a customer information table 42, and a pickup table 43. While the ID number for specifying a customer is stored, the pointer to the customer information table 42 prepared corresponding to the customer concerned is stored in the customer ID table 41.

[0035] The information on contacts, such as a name 421, an address 422, and the telephone number 423, or the receiver's address, the accounting information 424, at least one pickup information 425 about pickup goods, etc. are stored in the customer information table 42 as a customer's information, and the pointer to the pickup table 43 prepared corresponding to pickup goods is further stored in the pickup information 425.

[0036] Two or more storing of pickup goods or the order goods information 430, such as the identifier 432 which shows goods ID numbers 431, such as pickup goods or order goods, and a pickup situation in the pickup table 43, the color 433 of the goods concerned, and size 434, is carried out. The pickup situation identifier 432 is used in order to identify whether the goods concerned are pickup goods or they are order goods. For example, as a pickup situation identifier 432, the order goods identifier "B" was used for order goods, the pickup situation identifier "P" was used for pickup goods, and order goods and pickup goods are distinguished. Moreover, when it stores an order goods identifier "B" in the pickup table 43, order goods are divided further and the identifier which distinguished the goods which order processing ended, and the goods with which order processing is not ending may be made to use, since final order processing may not be performed although once registered as order goods about order goods.

[0037] Drawing 6 is processing flow drawing in the goods pickup processing section 13 performed at step S3 and step S5 of a processing flow which were shown in drawing 4. The same data as the pickup table 43 formed in the customer information database 4 shown in drawing 5 are used for pickup information. First, it judges whether the directions about pickup were performed from the input terminal 6 for customers (S21). When the goods which the order goods viewing area 641 or the pickup goods viewing area 642 is shown in order / pickup goods presentation area 64 are touched and goods are directed, it judges with directions of presentation of the content of goods having been made, processing of the goods presentation processing section 12 is performed, and the content of goods is shown (S22). Moreover, when the "pickup registration" carbon button 633 is touched and pickup registration is directed in step S21, it judges with the directions which add the goods which the goods image display area 61 and the goods information presentation area 62 are shown to pickup goods having been made, and pickup addition processing is performed and the goods shown are added to pickup goods (S23). Furthermore, in step S21, when the "pickup cancellation" carbon button 634 is touched and cancellation of pickup is directed, it judges with the directions which delete the shown goods from pickup goods having been made, pickup deletion is performed, and the goods concerned are deleted from pickup goods (S24).

[0038] When directions of presentation of the content of goods are made, the goods presentation processing section 14 performs processing which shows the goods image presentation area 61 the image of goods, and shows the goods information presentation area 62 goods information (S22). When pickup addition directions are made and there are no goods to which pickup registration was directed in pickup goods, the goods presentation processing section 14 performs processing added to order / pickup goods presentation area 64 as pickup goods 642 (S23). When pickup deletion directions are made and the goods to which pickup cancellation was directed are registered as pickup goods, the goods presentation processing section 14 performs processing which deletes the pickup goods which order / pickup goods presentation area 64 was shown (S24).

[0039] Drawing 7 is drawing showing the outline of the structure of the goods information stored in the goods information database 5. The goods information stored in the goods information database 5 is divided roughly into the goods ID table 51 and the goods information table 52. The ID number which identifies goods is shown in the goods ID table 51, and the pointer to the goods information table 52 corresponding to the goods concerned is stored. The information about goods, such as the color 521 of goods, size 522, a price 523, and an image data 524, is stored in the goods information table 52 as information on goods. When an image data is gathered independently and held, the pointer to an image data is stored. Furthermore, when there are two or more sizes and colors, information, such as two or more sizes and a color, is stored.

[0040] Drawing 8 is processing flow drawing of the goods order processing section 15 in step S7 of the processing flow shown in drawing 4. This processing is performed with reference to the goods information table 52 stored in the goods information database 5 shown in drawing 7, using the same data as the pickup table 43 stored in the customer information database 4 shown in drawing 5. In step S7, the goods order processing section 15 judges whether the directions about an order of the shown goods were performed (S31). In step S31, when a customer touches the "order registration" carbon button 635 and order registration is directed, it judges with the directions which add the shown goods to

order goods having been carried out, and order goods registration processing is performed. When there are no goods to which order registration was directed in the order goods viewing area 641, processing added to the order goods viewing area 641 as order goods is performed (S32). Moreover, in step S31, when the "order cancellation" carbon button 636 is touched and order cancellation is directed, it judges with the directions which delete the shown goods from order goods having been carried out, and deletion is performed. When the goods to which order cancellation was directed are registered into the order goods viewing area 641, it deletes from an order goods viewing area (S33).

[0041] When the "order screen" carbon button 637 is touched and there are directions of an order screen in the goods display screen 60 shown in drawing 2, the goods order processing section 15 The order screen 65 which judges as the directions which display an order screen having been carried out, and is shown in drawing 3 is displayed (S34), and processing from step S36 to step S45 is repeated until it touches "termination" carbon button 638 and termination is directed (S35).

[0042] In the display of the order screen 65 shown in drawing 3, order goods and pickup goods are shown to the order goods information-display area 651 and the pickup goods information-display area 652, respectively.

[0043] Where the order screen 65 is displayed, when the goods currently displayed on the order goods information presentation area 651 or the pickup goods information presentation area 652 are specified, it judges with directions of goods selection (S36). When the goods with which selection was specified are not chosen yet, as goods which have recognized as goods which judged with having directed selection of goods and chose the specified goods, and chose a screen display, a frame is made thick and the gestalt of a display is emphasized (S37). When the goods which had selection specified are already chosen, it removes from the goods which judged with the directions which cancel selection of goods having been made, and chose the specified goods, and the gestalt of a display is changed as goods which have not chosen a screen display (S38).

[0044] In the order screen 65, if the "order goods" carbon button 654 or "migration" carbon button 655 is directed, it will judge with the directions which move the goods chosen in the pickup goods information-display area 652 to the order goods information-display area 651 having been made (S39), and the goods chosen in the pickup goods information-display area 652 will be moved to the order goods information-display area 651 (S39).

[0045] In the order screen 65, if the "pickup" carbon button 656 or "migration" carbon button 655 is directed, it will judge with the directions which move the goods chosen in the order goods information-display area 651 to the pickup goods information-display area 652 having been made (S41), and the goods chosen in the order goods information-display area 651 will be moved to the pickup goods information-display area 652 (S42).

[0046] In the order screen 65, if "cancellation" carbon button 657 is directed, it will judge with the directions which delete the goods chosen in the order goods information-display area 651 and the pickup goods information-display area 652 having been made (S43), and the goods chosen in the order goods information-display area 651 and the pickup goods information-display area 652 will be removed (S44).

[0047] In the order screen 65, if the "order" carbon button 653 is directed, it will judge with order directions of the goods chosen in the order goods information-display area 651 having been made (S45), and processing for ordering the goods of the order goods information-display area 651 will be performed (S46).

[0048] Drawing 9 is processing flow drawing of the customer information processing section (registration) 16 in step S8. The customer information processing section (registration) 16 repeats and performs processing (S52) stored in the pickup table 43 formed in the customer information database 4 by using goods as pickup goods, while there are pickup goods and order goods (S51). Subsequently, when judging and (S53) registering by whether the customer information processing section (registration) 16 registers customer information, whether customer information is already registered, and whether the customer directed registration, customer information, such as a customer's address, the telephone number, a name, and the settlement-of-accounts approach, is registered (S54).

[0049] Drawing 10 is the conceptual diagram showing the example of the data 53 of the goods

information formed in the goods information database 5. In addition to goods ID number 530, a trade name 531, the goods image 532, a color 533, size 534, a price 535, etc., as goods information, the reference value 539 of a price 536, 537 inventories, the production schedule 538, and an inventory etc. is specially filled in for every goods.

[0050] Drawing 11 is processing flow drawing of the goods advice processing section 3 in step S12 of the processing flow shown in drawing 4, and step S13. In this processing, the goods information database 5 shown in the customer information database 4 and drawing 10 is used. First, the advice decision processing section 31 reads the customer information stored in the customer information database 4 (S61). Subsequently, the advice decision processing section 31 distinguishes the goods which the customer took up, and the ordered goods from the pickup table 43 of the read customer information database 4 (S62), and repeats processing (S63, S64) of whether to use each pickup goods and order goods as advice goods. That is, the situation of an inventory of the special price information 536 which shows the existence of modification of a price for whether the advice decision processing section 31 uses the goods which the customer took up using the goods information data 53 of the goods information database 5, or the ordered goods as advice goods, and goods information is judged from the reference value 539 of 537 inventories, the production schedule 538, and an inventory (S63). When it judges with the advice decision processing section 31 being advice goods, goods information is accumulated as advice goods (S64).

[0051] With reference to the reference value 539 of 537 inventories of the goods information database 53, the production schedule 538, and an inventory, it judges whether the advice processing section 32 has the advice goods which the advice decision processing section 31 judged (S65). When there are advice goods, the advice processing section 32 performs processing for there to be modification of a goods price or for an inventory notify a customer of the situation of goods, such as being few, (S66). This advice may be notified using a letter, FAX, an electronic mail, etc., and, in advice of a telephone, it is [ also issuing the directions for telling a customer about what the goods situation changed into the person in charge ] good. Moreover, first, when the customer has connected with a mail order system next time using a communication line, it can also set up so that the information on these advice goods may be shown.

[0052] According to this example, if a customer connects using a communication line, a customer will be checked and a customer's information will be read from the customer information stored in the customer information database 4. Since the information about pickup goods and order goods is stored, the information about the goods which the customer was examining before is shown on the goods display screen 60 of the terminal unit 6 for customers, and a customer does not need to examine goods to customer information from the beginning once again, and can decide purchase goods to be it. Moreover, since the goods situation of the inventory stock status of goods, modification of a price, etc. is notified on the terminal unit 6 for customers about the goods of the pickup table 43 of the customer information database 4, a customer can grasp a goods situation, without investigating the situation of goods repeatedly.

[0053] Although not indicated, you may enable it to change into this example the information about the attribute of the goods of the directions with which a customer changes the display sequence of goods in the goods order processing section 15, the size of goods, a color, etc., etc. in the order screen 65 shown in drawing 3. Moreover, you may enable it to register into both the goods which chose them although one goods were registered only into one of the two as order goods as pickup goods in this example. Furthermore, you may enable it to change the sequence of presentation of order goods or pickup goods into arbitration.

[0054] Moreover, although the example which gives the example which prepared two kinds, the order goods for placing an order this time and the pickup goods of the semantics which puts the mark just for a moment, in this example, divides and directs order goods and pickup goods, and uses both goods as pickup goods was used In the goods display screen 60 shown in drawing 2, it may direct only about the order goods 641, and you may direct in the pickup goods information-display area 652 by using as pickup goods the goods of a hold which are not ordered this time in the order screen 65 of drawing 3.

Furthermore, in the goods display screen 60 shown in drawing 2, it may direct only about the pickup goods 642 and **only** the goods ordered this time may be directed as order goods 641 in the order screen 65 shown in drawing 3. In addition, directions of pickup goods may be lost and order goods may be treated as pickup goods, and also although order goods are registered and it excels, when directions of an order are not made, you may make it treat order goods as pickup goods in the screen shown in drawing 2 or drawing 3. Moreover, the mark may be displayed, or the gestalt of a display is changed and you may make it the purchased goods understand it so that the purchased goods and the goods which have not been purchased may be known.

[0055] Furthermore, although the customer information processing section, the goods presentation processing section, the goods pickup processing section, the goods order processing section, etc. are considered as a series of processings in the goods selection processing section 1 in this example Goods information required for the goods presentation processing section is held, only by the customer side, without using a communication line, goods are chosen, you may read from the customer information 4 by the side of a mail order (for example, goods information is stored in CD-ROM), and it may also register only the information on pickup goods. [ it ] Moreover, only when a customer wants to store the information on pickup goods also in a customer side, and to notify pickup goods to a mail order side, what is registered into the customer information 4 by the side of a mail order using means of communications is sufficient.

[0056] Moreover, although the example which stored the pickup table 43 of pickup goods only in customer information was used, you may make it store the information on pickup goods in both customer information and goods information in this example. In this case, the customer ID number which has taken up is held for every goods of goods information. Furthermore, although this example explained the communication link sales method performed to advice of pickup goods, when it connects again, there may be neither the goods information processing section nor the goods advice processing section at the communication link sales method which presents pickup goods.

[0057] Next, the 2nd example of the communication link sales method concerning this invention is explained. This example explains the correspondence procedure which judges whether there are few inventories of goods using the information judged as there being few inventories using drawing 15 from drawing 12, and the quantity which the customer has taken up. Drawing 12 is drawing of the processing flow of the whole system of a mail order of this example. Compared with the processing flow shown in drawing 1, the contents of processing of the customer information processing section (check) 11 of the goods selection processing section 1, and the customer information processing section (registration) 16 and the goods advice processing section 3 differ, and what (55 56) goods information is changed for from the customer information processing section (check) 11 and the customer information processing section (registration) 16 is shown. In the customer information processing section (check) 11, a customer's information is read from the customer information 4, and the goods information database 5 is changed according to the number of pickup of a customer's pickup goods. Drawing 13 explains the goods information database 5. It explains using drawing 14 and processing of the customer information processing section (registration) 16 is explained about processing of the goods advice processing section 3 using drawing 15.

[0058] Drawing 13 is the example of structure of the goods information database 5. The goods information database 5 has the goods ID table 51 and the goods information table 52. 525 pickup for a customer to store in the goods information table 52 the total used as pickup goods is prepared. These 525 pickup is changed in the customer information processing section (registration) 16. In the customer information processing section (registration) 16, a customer's number of pickup is subtracted from these 525 pickup, and it stores in the goods information table 52.

[0059] Drawing 14 is processing flow drawing in the customer information processing section (registration) 16. Compared with drawing 9, step S521 and step S522 are added. That is, the customer information processing section (registration) 16 repeats and performs processing (S52) stored in the pickup table 43 formed in the customer information storage device 4 by using goods as pickup goods, while there are pickup goods and order goods (S51). In this processing, it judges whether they are

pickup goods (S521), and when it is pickup goods, the number which the customer took up is added and stored in 525 pickup of the goods information pickup table 52 of the goods information database 5 (S522). Subsequently, when judging and (S53) registering by whether the customer information processing section (registration) 16 registers customer information, whether customer information is already registered into the customer information table 42, and whether the customer directed registration, customer information, such as a customer's address, the telephone number, a name, and the settlement-of-accounts approach, is registered into the customer information table 42 (S54).

[0060] Drawing 15 is processing flow drawing in the goods advice processing section 3. This processing is different at the point which is step S631 instead of step S63 of the processing flow of the goods advice processing section 3 shown in drawing 11. That is, when it adds whether pickup goods are used as advice goods to 537 inventories, the production schedule 538, and the reference value 539 of an inventory, the situation of an inventory of goods is judged from 525 pickup of goods (S631) and it judges as advice goods, it considers as advice goods (S64).

[0061] Since the number of pickup for every goods which all the customers took up can be known by referring to 525 pickup of the goods information database 5, it can judge whether there are few inventories from number of inventories 537 grade, and 525 pickup. Moreover, when judging the number of all customers' pickup goods, it used, but in case the quantity of the goods of the customer who judges whether it considers as advice goods is judged, you may use here.

[0062] Next, the 3rd example of the communication link sales method concerning this invention is explained. The communication link sales method which uses drawing 18 from drawing 16 in the example 3 based on the processing flow of the communication link sales method shown in drawing 1, and is treated as goods which took up the goods which performed the directions which display detailed information when having shown goods and there were directions which display the detailed information of goods in the system which enabled it to show the still more detailed information on goods is explained. Drawing 16 is the example of the structure of the customer information database 4 in this operation. The customer information database 4 of this example has the description in the point of having added the detail pickup goods identifier (S) to the identifier 432 of the pickup table 43 in the customer information database 4 of the example shown in drawing 5. That is, the customer information database 4 has the customer ID table 41, the customer information table 42, and the pickup table 43, and the identifier "S" which shows that the detailed information of pickup goods was displayed on the identifier 432 of the pickup table 43 is added.

[0063] Drawing 17 is a processing flow added to the processing flow of the goods presentation processing section 14 shown in drawing 1 and drawing 12. In the goods presentation processing section 14, when it judges whether presentation of goods detailed information was directed (S71) and there are directions of presentation of goods detailed information, the information ID about goods with the directions which present detailed information, for example, goods etc., is accumulated (S72).

[0064] Drawing 18 is flow drawing of the processing in the customer information processing section (registration) 16. This registration processing has added step S525 - step S527 to the processing shown in drawing 9. The customer information processing section (registration) 16 repeats and performs processing (S52) stored in the pickup table 43 formed in the customer information storage device 4 by using goods as pickup goods, while there are pickup goods and order goods (S51). If there is assignment of detailed information presentation (S525), when judging and (S526) registering whether the customer information processing section 16 stores detailed information in a pickup table, it stores in the pickup table 43 as pickup goods which presented detailed information (S527). When having already registered with the pickup table 43 as pickup goods or order goods at step S526, it judges with not registering, and step S525 between the goods which presented detailed information - step S527 are repeated (S525). Subsequently, when judging and (S53) registering by whether the customer information processing section 16 registers customer information, whether customer information is already registered, and whether the customer directed registration, customer information, such as a customer's address, the telephone number, a name, and the settlement-of-accounts approach, is registered (S54). In this example, it can notify also about the goods which presented detailed information by accumulating the information



about goods that detailed information was shown, and referring to the pickup table 43 in the goods advice processing section 3, since it stores in the pickup table 43 in the customer information processing section (registration) 16 also about the goods which presented detailed information.

[0065] In addition to the pickup goods of the 1st example, in this example, the example which also treats the goods which presented detailed information as pickup goods was given. As goods which judge whether it notifies or not, it may be good only also as goods which presented detailed information, and what judges whether it notifies or not only about the goods which presented detailed information among the pickup goods of an example 1 is sufficient. In this case, what is necessary is just to use the identifier which can identify whether detailed information was shown to the identifier 432 of the pickup table 43 in addition to the information which identifies whether they are pickup goods or order goods. Furthermore, since it may not become a purchase candidate's goods when size etc. is not in agreement also although detailed information is shown and it excels, you may make it not register with a pickup table.

[0066] Next, the 4th example of the communication link sales method concerning this invention is explained. An example 4 explains the communication link sales method which can be judged about whether it considers as the communication link sales method a customer can instruct the goods which use drawing 25 and take up from drawing 19 to be, and the goods which took up about the purchased goods based on the processing flow of the communication link sales method shown in drawing 1. The communication link sales method which directs whether consider as pickup goods for a customer to notify using drawing 21 from drawing 19 first is explained.

[0067] Drawing 19 is the example of the structure of the customer information database 4 in the 4th example. As an identifier 432 of the pickup table 43 of the customer information database 4, the identifier "BP" which shows both order goods and pickup goods further was added to the order goods identifier "B" and the pickup goods identifier "P." By having prepared this identifier "BP", the mode of 3 of order goods, the goods which are order goods and are pickup goods, and pickup goods is discriminable.

[0068] Drawing 20 is processing flow drawing in the customer information processing section (registration) 16. In this processing, step S511 - step S513 were further added to the processing shown in drawing 9. The identifier of "BP" is stored in the identifier column of the PIKKUPPU table 43, when there are directions that it poses for it a question and (S511) registers into a customer whether it registers with the pickup table 43 when there are pickup goods and order goods, it is pickup goods and it is pickup goods with order goods about an identifier "P" (S512). There are directions that it registers and, only in the case of order goods, the identifier of "B" is stored in the identifier column of the pickup table 43 (S513). Pickup goods are not stored when there are directions that it does not register by the question of step S511.

[0069] Drawing 21 is processing flow drawing in the goods advice processing section 3 of the 4th example. Step S62 of the processing shown in drawing 11 is different at the point replaced with step S621 with this processing. It judges whether the goods advice processing section 3 is advice goods between the goods of "P" and "BP" which attach "P" to the identifier 432 with reference to the pickup goods identifier 432 of the pickup table 43 (S63). In the customer information (registration) 16, a customer is made to direct whether consider as pickup goods, and an identifier is stored in the pickup table 43 based on directions, and since it judges whether only pickup goods are used as advice goods in the goods advice processing section 3 based on this identifier 432, it becomes the pickup goods based on directions of a customer.

[0070] In this example, also when having not considered as pickup goods and it connected about pickup goods next time using a communication line, the example which does not register with the pickup table 43, but identifies whether it considers as pickup goods about order goods or it does not carry out, and is registered into the pickup table 43 from a viewpoint that it is not necessary to consider as pickup goods was given. To the information on the pickup table of an example 1, however, when it also stores the information which identifies whether they are the goods to notify collectively, [ in addition, ] In the customer information processing section (registration) 16, identifiers, such as "S", may be added to "B"



and "P", and you may newly store in the identifier of the goods which asked whether it would consider as pickup goods and had the directions to register by the identifier of "B", "P", "BS", and "PS."

[0071] Next, the correspondence procedure which does not use the purchased goods as pickup goods is explained using drawing 22 and drawing 23. Drawing 22 is the example of the database of customer information. The identifier "E" which shows that they are goods placed an order as an identifier 432 of the pickup table 43 of the customer information 4 was added. An identifier 432 is "B" when an order is not placed, although it is order goods.

[0072] Drawing 23 is processing flow drawing of the customer information processing section (registration) 16. When it is the goods which judged and (S514) purchased whether they were the purchased goods during pickup goods and order goods processing, the identifier "E" which shows that they are purchase goods is attached, and it stores in the pickup table 43 (S515). When it is not the purchased goods, the identifier "B" or "P" which shows having not placed an order is attached, and it stores in the pickup table 43 (S516).

[0073] Since the identifier which identifies the ordered goods and the goods which have not been ordered is attached and stored in the customer information 4 in this example, in the goods advice processing section 3, whether it notifies or not can judge except for the purchased goods by using the table shown in drawing 10. When the order of a mail order is not performed electronically, and an order is placed, the identifier 432 of the pickup table 43 is changed and stored.

[0074] The communication link sales method which can finally be judged in the communication link sales method which used drawing 22 and drawing 23 about whether it considers as the goods which took up about the purchased goods using drawing 24 and drawing 25 is explained. Drawing 24 is the example of the database of goods information. The goods information database has the goods ID table 51 and the goods information table 52. The re-purchase value column 526 was added to the goods information table 52. By this example, "A" and re-purchase nature set [ the case of re-purchase nature of being large ] to "C" the case where "B" and re-purchase nature are small for the case like inside as a re-purchase value, and re-purchase nature is shown.

[0075] Drawing 25 is processing flow drawing in the goods advice processing section 3. In this processing, step S625 and step S626 were added to the processing flow shown in drawing 11. Processing of step S626 below between the goods of a pickup table (S625) and step S64 is performed. When judging and (S626) notifying whether the re-purchase value 526 of the goods information table 52 of the goods information 5 is collectively used about the purchased goods, and it considers as advice goods, it considers as advice goods (S64). In step S626, order goods "B" and pickup goods "P" are similarly judged with step S63 of the processing flow of drawing 11.

[0076] In this example, it can judge whether it considers as pickup goods about the goods purchased based on this re-purchase value by storing the identifier or value which is the information judged about whether it purchases again as a re-purchase value. The identifier or value which expresses the goods purchased to a large quantity and a goods cycle as an identifier showing re-purchase nature may be used.

[0077] Next, the 5th example of the communication link sales method concerning this invention is explained. An example 5 explains the correspondence procedure which can register the advice approach and an advice stage using drawing 35 from drawing 26. Moreover, in this example, the correspondence procedure which registers the advice approach of goods of having taken up, and the information on an advice stage is explained. First, the communication link sales method which directs the advice approach and an advice stage using 33 from drawing 26 is explained.

[0078] Drawing 26 is processing flow drawing of the whole system of a mail order of the 5th example. Compared with the processing flow shown in drawing 1, the contents of processing of the customer information database 4, the goods information database 5, the customer information processing section (registration) 16, and the goods advice processing section 3 differ, and the point that the advice information database 8 is added is different further. The advice approach and an advice stage are stored in the customer information database 4, the goods information database 5, and the advice information database 8.

[0079] Drawing 27 is the example of the customer information database 4. The customer information database 4 has the customer ID table 41, the customer information table 42, the pickup table 43, and the advice information table 44. In addition to the pickup information 425, the advice information 426 was formed in the customer information table 42. The information about the advice stage to become from the information about the advice approach which consists of information 442 on the advice approach class 441 and the advice approach, and the information 444 on the advice stage class 443 and an advice stage is stored in the advice information table 44.

[0080] Drawing 28 is the example of the screen display of the advice approach. There are mailing, a telephone, FAX, an electronic mail, etc. as the advice approach. Mailing is directed in this example. When in agreement with the customer information table 42 in the case of mailing, a telephone, etc., it is only choosing mailing and a telephone and it is not necessary to direct the information on an address etc.

[0081] Drawing 29 is the example of a screen display of an advice stage. When the "time of a goods price change" when changing a goods price as an advice stage for "one month before a catalog expiration date" for inquiring before the expiration date of a catalog and the number of inventories of goods decrease, and when [ "when there are few inventory goods" ], there is a method of specifying a direct date etc. In this example, both the time of a goods price change and the date assignment are specified. Moreover, the application is filled in as a comment of the date assignment. This comment is attached and notified when notifying.

[0082] Drawing 30 is the example of the advice information database 8. There are the advice stage table 81 and a customer ID table 82 in the advice information database 8. On the advice stage table 81, 812 and the advice stage to become from 813, the specific time 814, etc. at the time of inventory smallness are stored at the time of one month before [ an expiration date ] 811, and a goods price change, and the corresponding customer ID table 82 (821-825) is held for every advice stage of the advice stage table 81.

[0083] Drawing 31 is the example of the structure of the goods information database 5. In the goods information database 5, a customer ID 527 is added to the goods information table 52, and the customer ID table 54 is held. When the prices of the goods and an inventory decrease on the goods information table 52, a customer's information to notify is held. The customer ID table 54 of this goods information is processing of the customer information processing section (check) 11, a customer ID number is removed and a customer ID number is added by processing of the customer information processing section (registration) 16.

[0084] Drawing 32 is processing flow drawing of the customer information processing section (registration) 16 of this example. In this example, steps S55 and S56 and steps S551 and S552 were added to the processing shown in drawing 9. first, pickup goods and order goods -- the pickup table 43 -- registering (S52) -- Customer ID is registered into the customer ID table 54 of the goods information database 5, when it judges whether there is any paddle with which customer information is registered (S53) and is not yet registered (S54). When registering the advice approach, the screen for registering the advice approach shown in drawing 28 is displayed, and it judges whether the advice approach is already registered (S55). The advice approach is registered into the advice approach class 441 of advice information table 44, for it is judged that the advice approach is not registered and cooking (S551). When registering an advice stage, the screen for registering the advice stage shown in drawing 29 is displayed, and it judges whether the advice stage is already registered (S56). An advice stage is registered into the advice information table 44 and the advice information database 8 when the advice stage is not registered (S561).

[0085] Drawing 33 is processing flow drawing of the goods advice processing section 3. In this processing, step S611, step S631, and step S661 were added to the processing shown in drawing 11. In the goods advice processing section 3, advice stage information is read from the advice information database 8, and from the customer ID table 82, a customer ID number is read and it performs for every customer. First, when it judges whether it is an advice stage (S611) and an advice stage comes, the customer information on step S61 is read, and \*\*\*\*\* of whether to be pickup goods and order goods is

repeated (S62). When it is pickup goods and order goods, it judges whether they are advice goods (S631), and, in the case of advice goods, sets up with advice goods (S64). Subsequently, it judges whether there are any advice goods (S65), and when it is advice goods, a customer is notified of the situation of goods by the advice approach registered into the advice information table 44 of the customer information database 8 (S661). When the advice approach which the customer directed is an approach which requires time amount, such as mailing, setting out of the advice stage in step S611 is set up a little early so that it can notify on the day which the customer directed.

[0086] The above-mentioned advice approach and an advice stage can be registered based on a customer's request. Together with the advice approach, an advice stage is determined so that it can notify to the date which the customer directed. For example, in the case of an electronic mail, FAX, etc., specified that day is sufficient, but in mailing, it sets up so that a few may be notified in front rather than the specified day. Not the day that the customer specified but the day notified beforehand may be changed and registered into the advice stage table 81 on the day notified actually. When the customer specifies neither the advice stage nor the advice approach, an advice stage and the advice approach can be decided to be arbitration.

[0087] According to this example, it can judge whether the information about goods is notified at the advice stage registered in the goods advice processing section 3 based on such stored information by registering the advice approach and an advice stage in the customer information processing section (registration) 16, and storing in the customer information database 4, the advice information database 8, and the goods information database 5. Moreover, although it registers as an advice stage also about catalog expiration date before and goods information was notified in this example based on this content of registration the time of a goods price change, and when there were few inventory goods or, it may not register or you may make it advice go automatically about these advice stages.

[0088] Next, the communication link sales method which directs the advice approach and an advice stage for every goods is explained using drawing 34 and drawing 35. Drawing 34 is the example of the structure of the customer information database 4 in this example. In this example, the advice approach number 445 and the advice stage number 446 are stored in the advice information table 44, and in case these two numbers create the pickup table 43 for every goods based on the pickup information 425, reading appearance of them is carried out, and they are stored as the advice approach number 435 and an advice stage number 436.

[0089] Drawing 35 is flow drawing of the processing in the customer information processing section (registration) 16. The point of having added processing of step S517 to the step S519 is different from the processing in the customer information processing section (registration) 16 which showed this processing to drawing 9. If goods are shown and there are directions of pickup goods or order goods (S51), when posing a question (S517) and registering to a customer whether the advice approach of the goods is registered, the registration screen of the advice approach is displayed, the inputted advice approach is registered into goods, the advice approach number 445 is numbered, and it stores in the advice information table 44 (S5171). In this case, the already registered advice approach may be chosen. Furthermore, when there is pickup or order directions, the goods are shown to a customer, and a question is posed about whether the advice stage of the goods is registered (S518). When registering, the registration screen of an advice stage is displayed, the inputted advice stage is registered into goods, the advice stage number 446 is numbered, and it stores in the advice information table 44 (S5181). In this case, the already registered advice stage may be chosen. Termination of registration of the advice approach number 445 to the advice information table 44 or the advice stage number 446 applies and stores the advice approach number 435 and the advice stage number 436 in the pickup table 43 based on these numbers.

[0090] Since step S519 is repeated and performed from step S517 at step S51, the advice approach and an advice stage can be registered about each goods. Moreover, about the goods with same advice approach and advice stage, the advice approach and the method of registering an advice stage may be used collectively. In the goods advice processing section 3, what examines whether it notifies only about the goods of an advice stage is sufficient. Moreover, when neither the advice approach nor the advice

stage is being directed, the advice approach and an advice stage are determined as arbitration. According to this approach, since an advice stage and the advice approach can be directed in an advice stage or the advice approach for every opium poppy with a number, and goods, the information on the goods directed at the directed stage can be acquired. Therefore, it becomes possible to register and use two or more advice approaches and an advice stage.

[0091] Finally, the 6th example of the communication link sales method concerning this invention is explained. In the example 6, while using drawing 38 from drawing 36 and seeing goods using the communication line of claim 23 based on the processing flow of the communication link sales method shown in drawing 26, it changes into registering the goods which take up and the communication link sales method which registers the goods which take up using other transfer approaches is explained.

[0092] Drawing 36 is processing flow drawing of the whole system of a mail order of the 6th example. The input unit 6 for customers for equipment and directing in the end of a customer side edge a communication line can be used compared with the mail order system shown in drawing 26 was replaced with the customer 600 who assumes neither a terminal unit nor an input unit 6, and the goods selection processing section 1 was replaced with the pickup goods registration processing section 10. Mail, a telephone, FAX, etc. are a certain correspondence procedures, and the customer 600 without a terminal unit or an input unit should just notify a mail-order firm of \*\*\*\*\* about pickup goods. The pickup goods registration processing section 10 possesses the customer information processing section 11, the goods pickup registration section 130, and the customer information processing section (registration) 16. The detail of processing of the goods pickup registration section 130 explains the detail of processing of the customer information processing section (registration) 16 using drawing 38 using drawing 37. In the pickup goods registration processing section 10, the customer information database 4, the goods information database 5, and the advice information database 8 are rewritten based on the information on the pickup goods notified by the customer. In the customer information processing section (check) 11, the customer who had communication, for example through the telephone is checked in the information on the customer information database 4, goods are registered into the pickup table 43, and if it registers with the customer ID table 54 of the goods information database 5, Customer ID will be deleted.

[0093] Drawing 37 is processing flow drawing of the goods pickup registration section. It checks whether when a customer notifies pickup goods (S81), the goods pickup registration section 130 accesses the goods information database 5 about pickup goods, and has an inventory of pickup goods (S82). If there is no inventory of pickup goods, while deleting pickup goods at step S82, about pickup goods without an inventory of goods, a customer is notified of that. While a customer notifies pickup goods, the processing after step S81 is repeated.

[0094] Drawing 38 is flow drawing of the processing in the customer information processing section (registration) 16. It differs in that processing (S519) of pickup goods was added to the processing of the customer information processing section (registration) by which this processing is shown in drawing 32. By the processing shown in drawing 37, when the pickup goods which the customer notified are the goods in the goods information database 5, (S519) and the pickup goods concerned are registered into the pickup table 43 (S52). Furthermore, Customer ID is registered into the customer ID table 54 of the goods information database 5, when it judges whether there is any paddle with which customer information is registered (S53) and is not yet registered (S54). When registering the advice approach, it judges whether the advice approach is already registered (S55). The advice approach is registered into the advice approach class 441 of advice information table 44, for it is judged that the advice approach is not registered and cooking (S551). When registering an advice stage, it judges whether the advice stage is already registered (S56). An advice stage is registered into the advice information table 44 and the advice information database 8 when the advice stage is not registered (S561).

[0095] As mentioned above, since related information is stored in the customer information database 4, the goods information database 5, or the advice information database 8 about the pickup goods which the customer notified in the pickup goods registration section 10 about the goods which the customer has notified, it can judge whether it considers as advice goods in the goods advice processing section 3

about the pickup goods which the customer notified. Moreover, although the approach of notifying was mentioned as the example in this example, without using a communication link, when the mail order system which shows goods as the information on goods is in a customer side, the information about goods that took up goods and it took up may be sent using a communication link by the customer side, and you may store in storage, such as customer information. Finally, although this example did not indicate, it may ask for the goods which agreed in thinking of a customer from the information accumulated [ goods / pickup goods / which were purchased ], and a customer may be notified.  
[0096]

[Effect of the Invention] According to the communication link sales method of this invention, the following effectiveness is acquired.

(1) Since it gets interested or the goods which took up goods and took up are stored as customer information as a purchase candidate while the customer is looking at goods, when examining goods using a communication line again, the goods which took up in the past stored as customer information can be read and shown. Therefore, in case goods are examined using a communication line, it is not necessary to relook for goods each time, and the goods which took up before can be examined.

[0097] (2) When it can investigate whether it has taken up from customer information when an inventory decreases and has taken up since the goods which got interested or took up as a purchase candidate are stored as customer information when the prices of the goods which took up are changed and, the information on goods can be notified. Therefore, the information on goods can be acquired, without investigating the situation of goods using a communication line repeatedly.

[0098] (3) When it can investigate whether it has taken up from customer information when an inventory decreases and has taken up since the goods which the customer notified and which took up are stored as customer information when the prices of the goods which took up are changed and, the information on goods can be notified. Therefore, the information on goods can be acquired, without investigating the situation of goods using a communication line repeatedly.

[0099] (4) Since the goods which a customer gets interested or consider purchase and which took up are known, when a certain goods found the customer who considers purchase so much, it becomes price goods specially or the number of inventories decreases, compared with notifying other customers, the possibility of purchase can notify a high customer by notifying a customer.

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[Translation done.]

**\* NOTICES \***

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1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

## DESCRIPTION OF DRAWINGS

### [Brief Description of the Drawings]

[Drawing 1] Processing flow drawing of the whole system of a mail order.

[Drawing 2] The screen display of a mail order.

[Drawing 3] The screen display of an order of a mail order.

[Drawing 4] Processing flow drawing of a mail order.

[Drawing 5] Storing information on customer information.

[Drawing 6] Processing flow drawing of the goods pickup processing section.

[Drawing 7] Storing information on goods information.

[Drawing 8] Processing flow drawing of the goods order processing section.

[Drawing 9] Processing flow drawing of the customer information processing section.

[Drawing 10] The database of goods information.

[Drawing 11] Processing flow drawing of the goods advice processing section.

[Drawing 13] The database of goods information.

[Drawing 14] Processing flow drawing of the customer information processing section (registration).

[Drawing 15] Processing flow drawing of the goods advice processing section.

[Drawing 16] The database of customer information.

[Drawing 17] Additional processing flow drawing of the goods presentation processing section.

[Drawing 18] Processing flow drawing of the customer information processing section (registration).

[Drawing 19] The database of customer information.

[Drawing 20] Processing flow drawing of the customer information processing section (registration).

[Drawing 21] Processing flow drawing of the goods advice processing section.

[Drawing 22] The database of customer information.

[Drawing 23] Processing flow drawing of the customer information processing section (registration).

[Drawing 24] The database of goods information.

[Drawing 25] Processing flow drawing of the goods advice processing section.

[Drawing 26] Processing flow drawing of the whole system of a mail order.

[Drawing 27] The database of customer information.

[Drawing 28] The screen display of the advice approach.

[Drawing 29] The screen display of an advice stage.

[Drawing 30] The database of advice information.

[Drawing 31] Goods information table.

[Drawing 32] Processing flow drawing of the customer information processing section (registration).

[Drawing 33] Processing flow drawing of the goods advice processing section.

[Drawing 34] The database of customer information.

[Drawing 35] Processing flow drawing of the customer information processing section (registration).

[Drawing 36] Processing flow drawing of the whole system of a mail order.

[Drawing 37] Processing flow drawing of the goods pickup registration section.

[Drawing 38] Processing flow drawing of the customer information processing section (registration).

[Description of Notations]

1 Goods Selection Processing Section

2 Goods Information Processing Section

3 Goods Advice Processing Section

4 Customer Information Database

5 Goods Information Database

6 Customer Side Input Unit for Equipment and Directing in the End of Customer Side Edge  
Communication Line Can be Used

7 Mail Order Side Input Unit for Equipment and Directing in the End of Mail Order Side Edge

8 Advice Information Database

10 Pickup Goods Registration Processing Section

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[Translation done.]

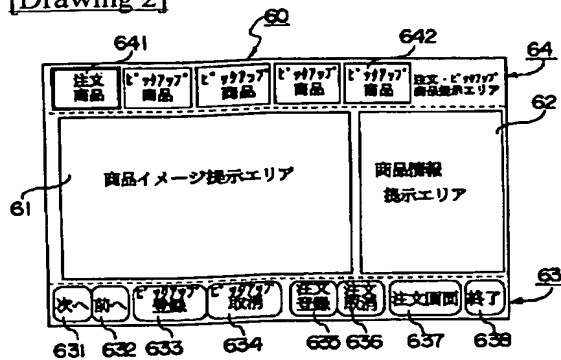
## \* NOTICES \*

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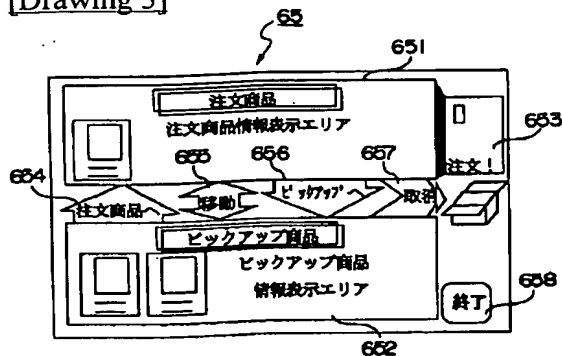
1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

## DRAWINGS

[Drawing 2]

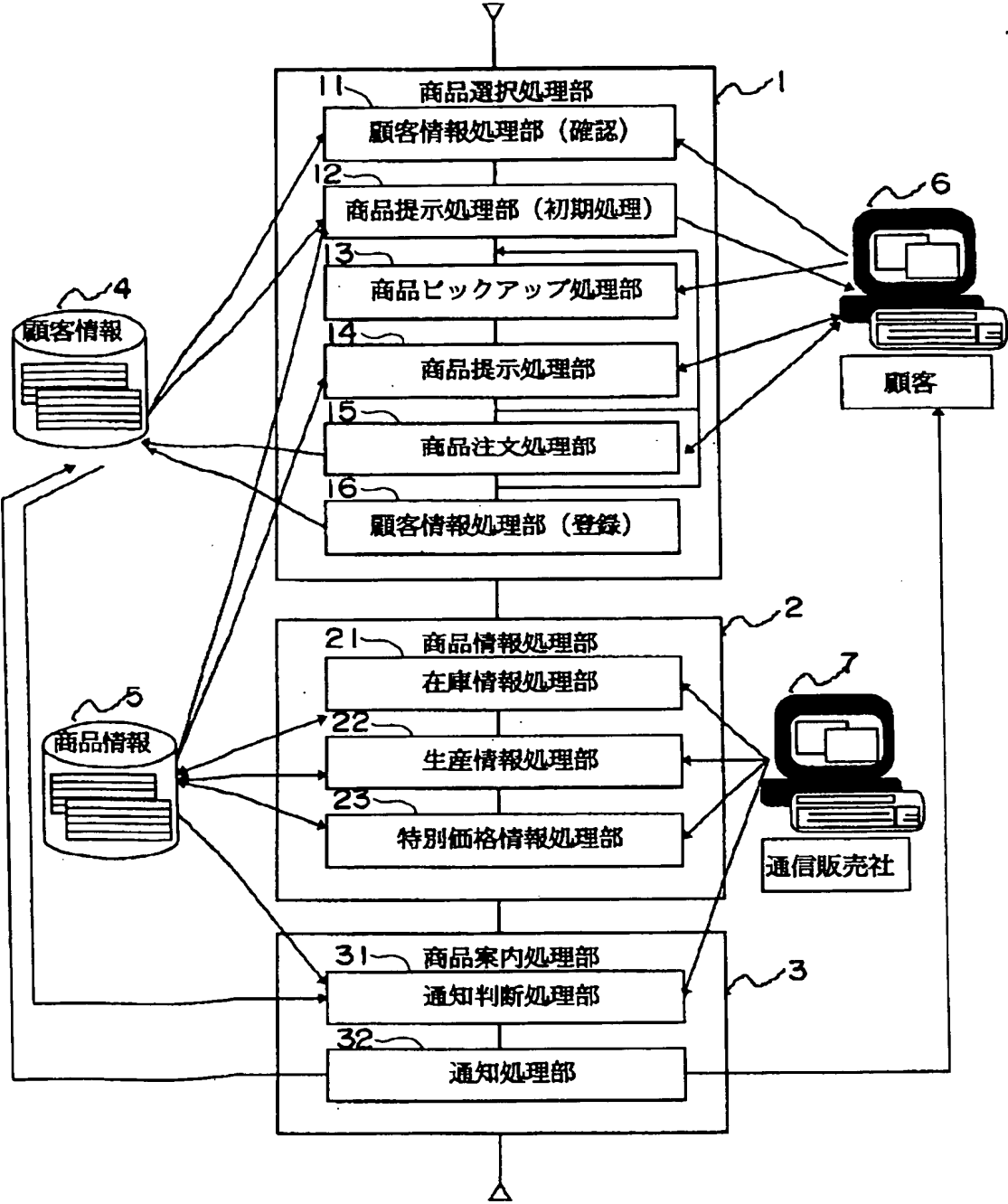


[Drawing 3]



[Drawing 1]

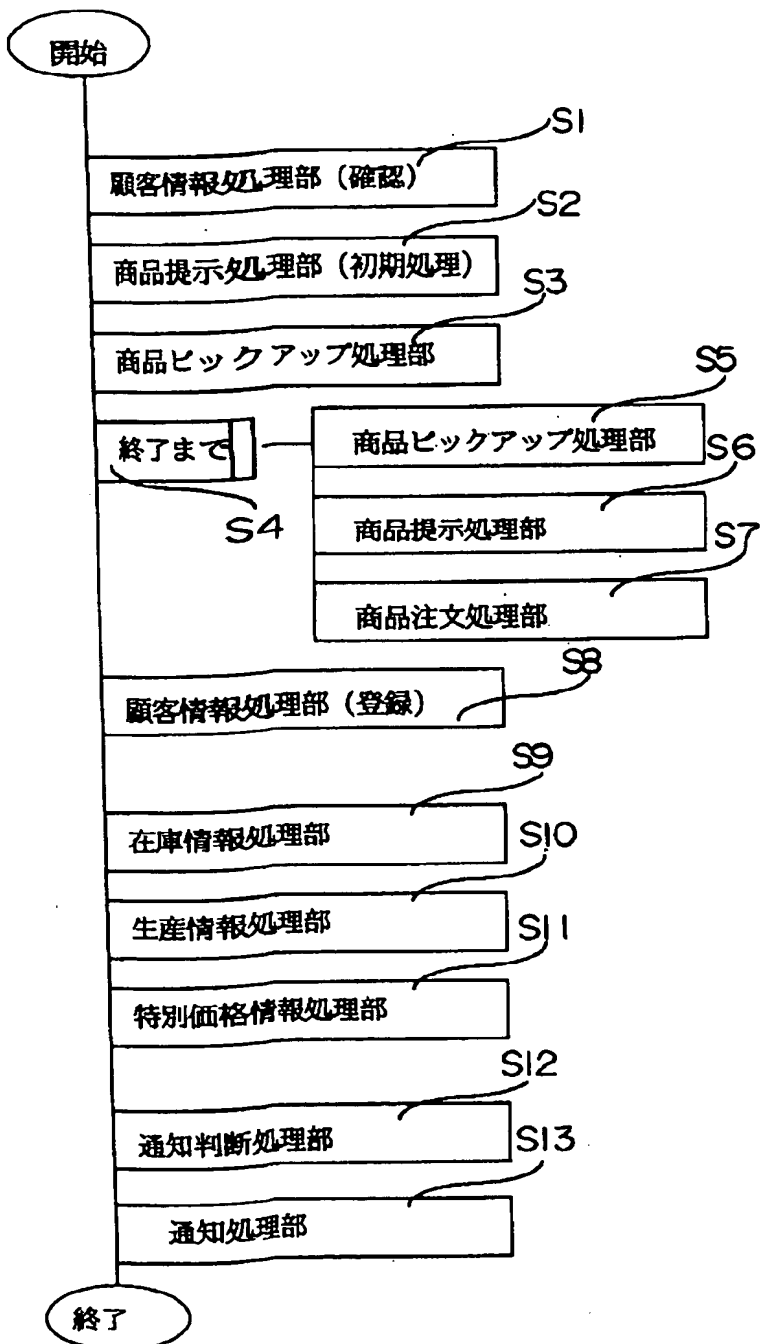




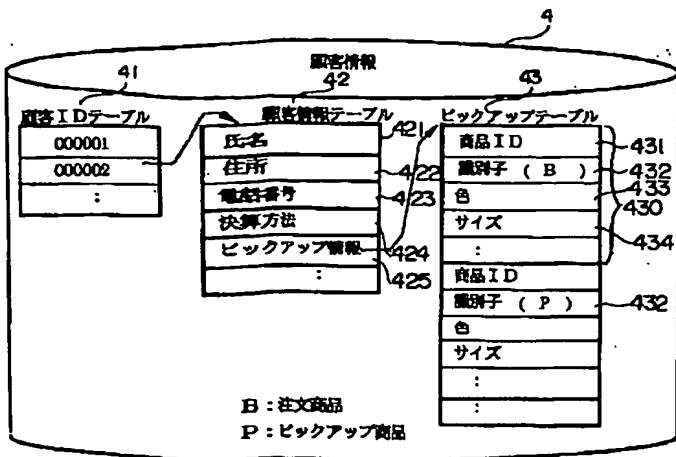
[Drawing 10]

53									
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b	スカート		黒	60	b1	b2	100	b1	50
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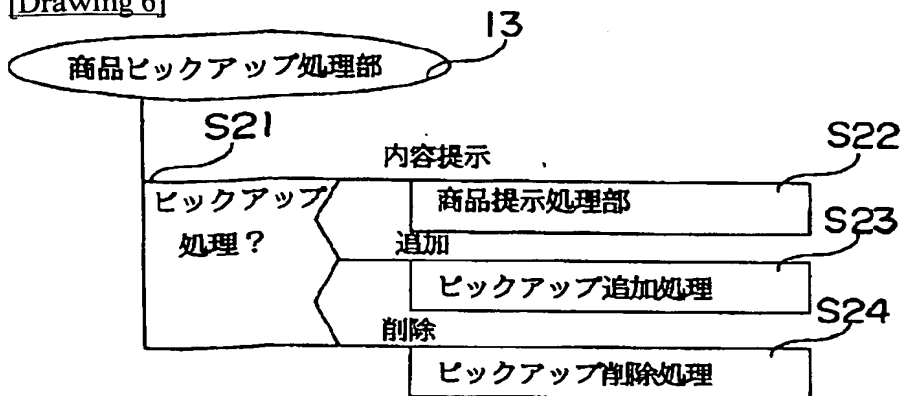
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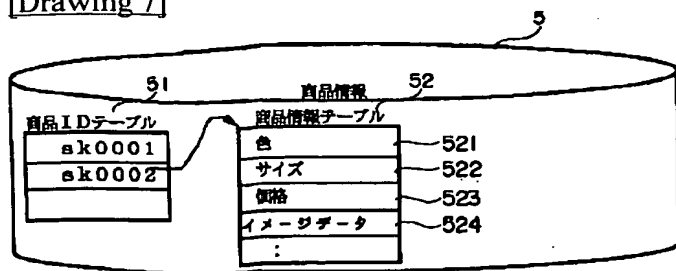
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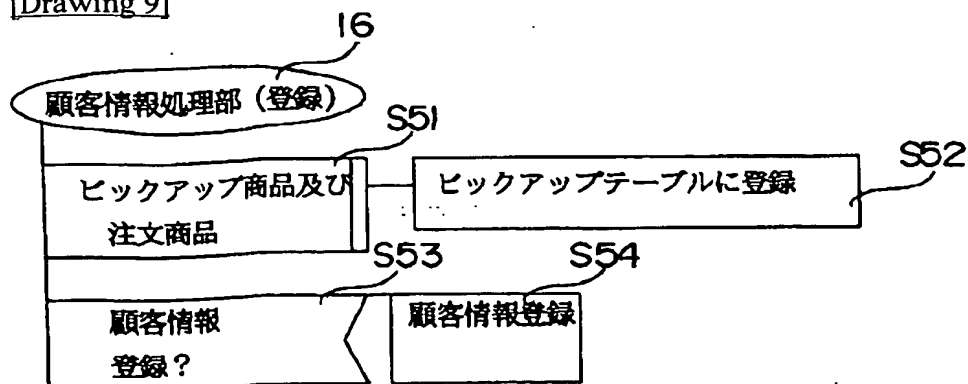
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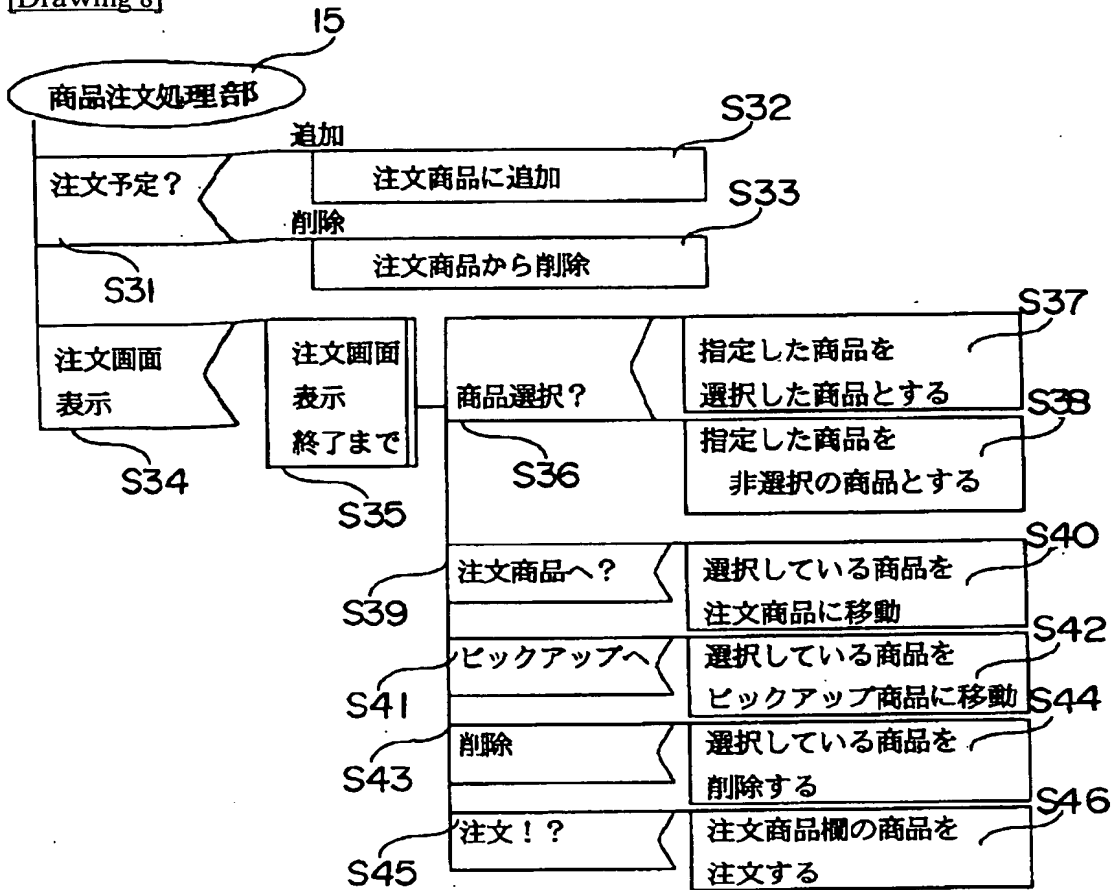
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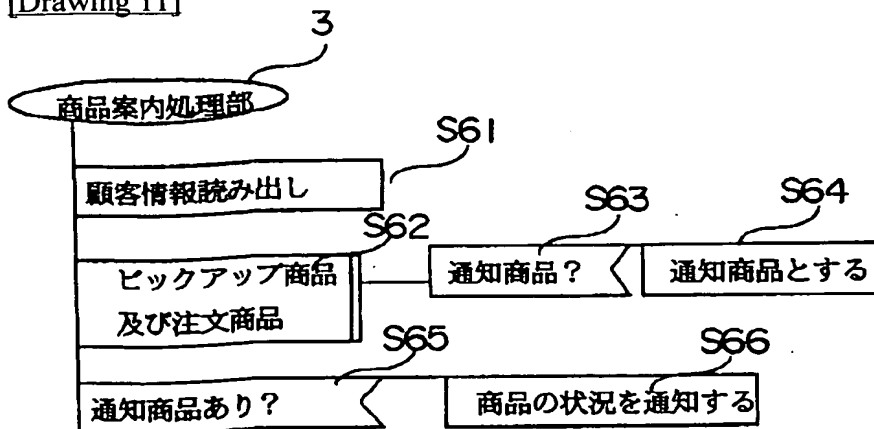
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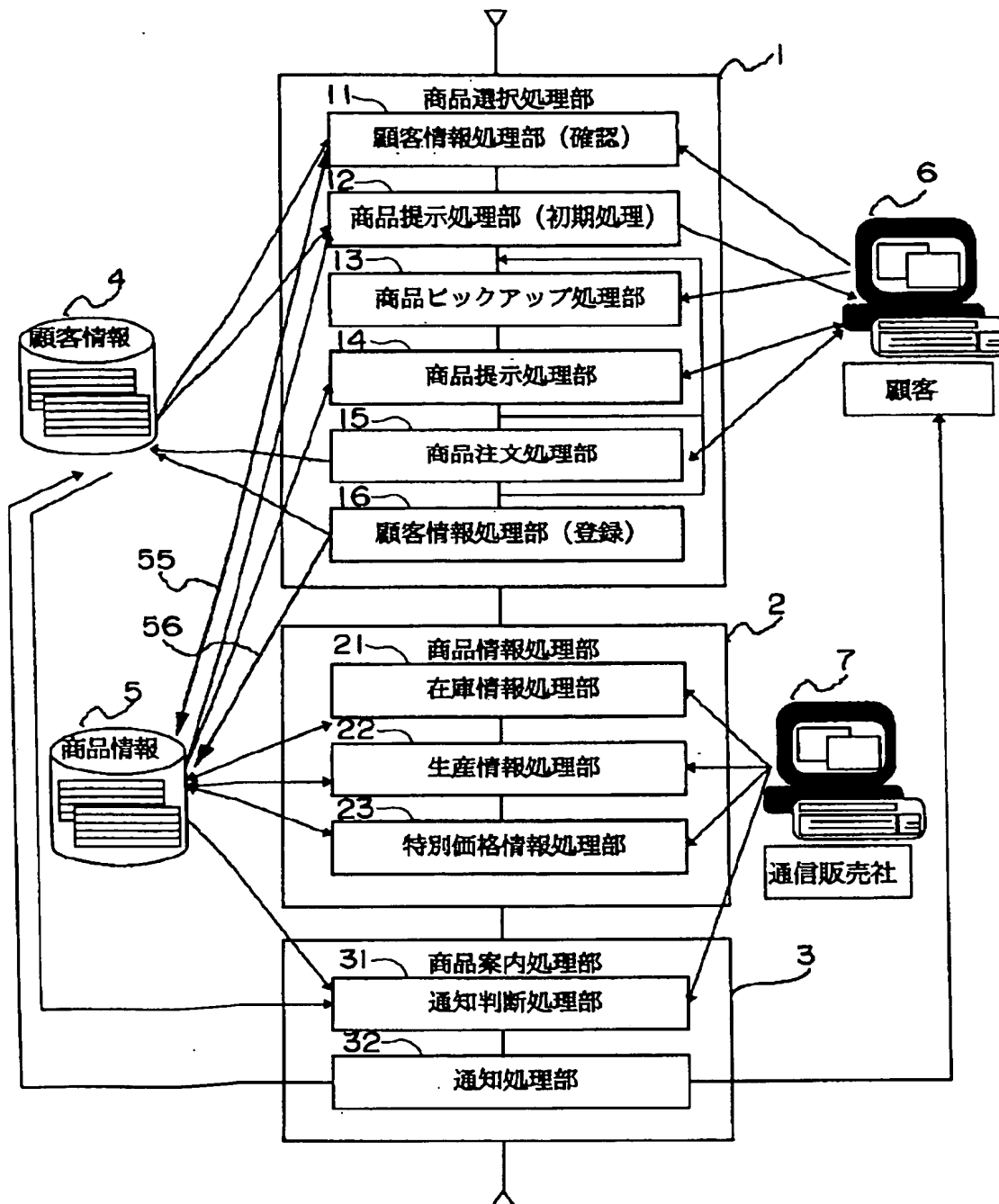
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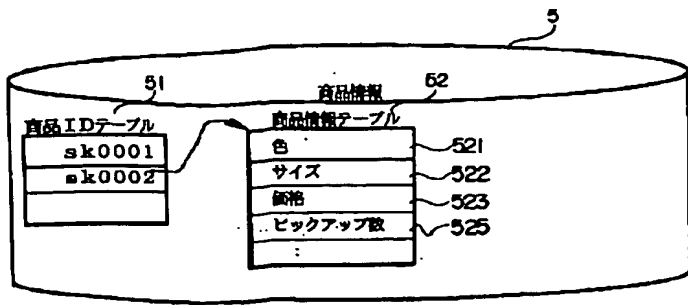
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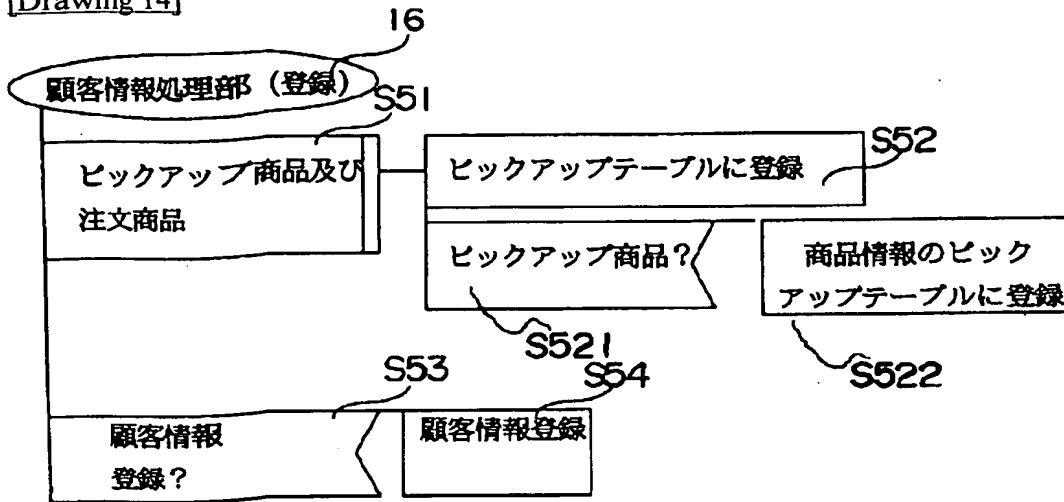
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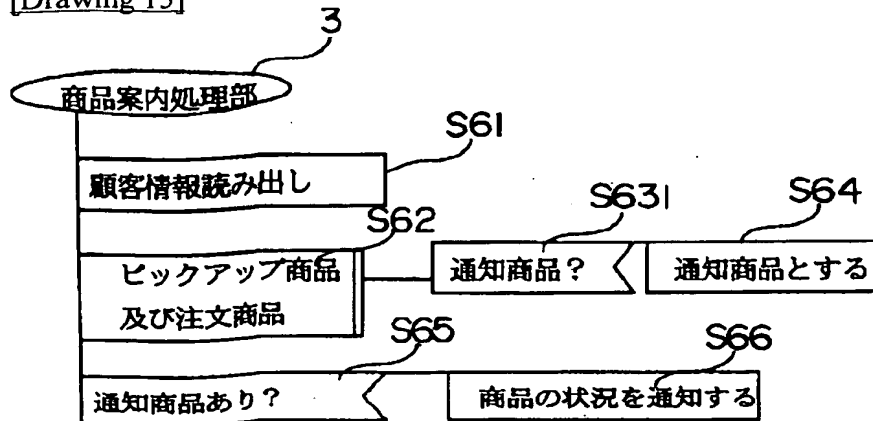
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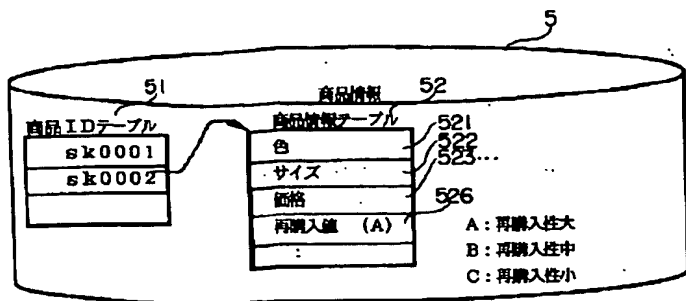
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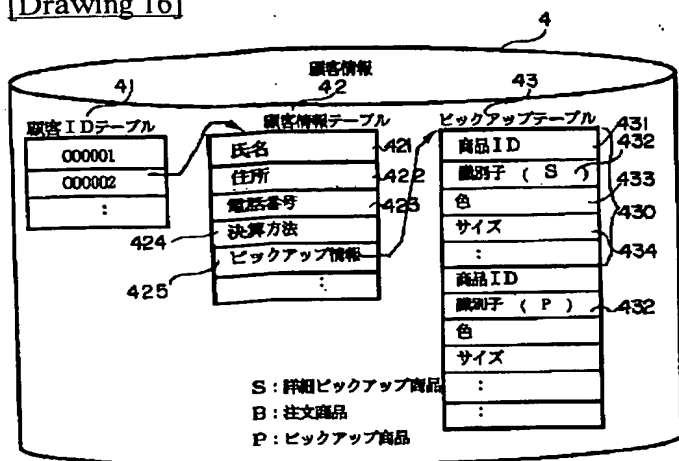
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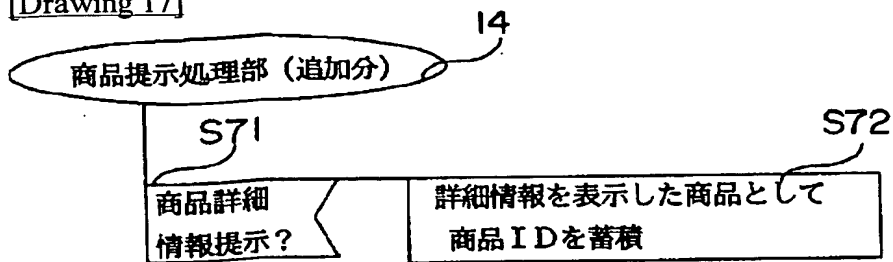
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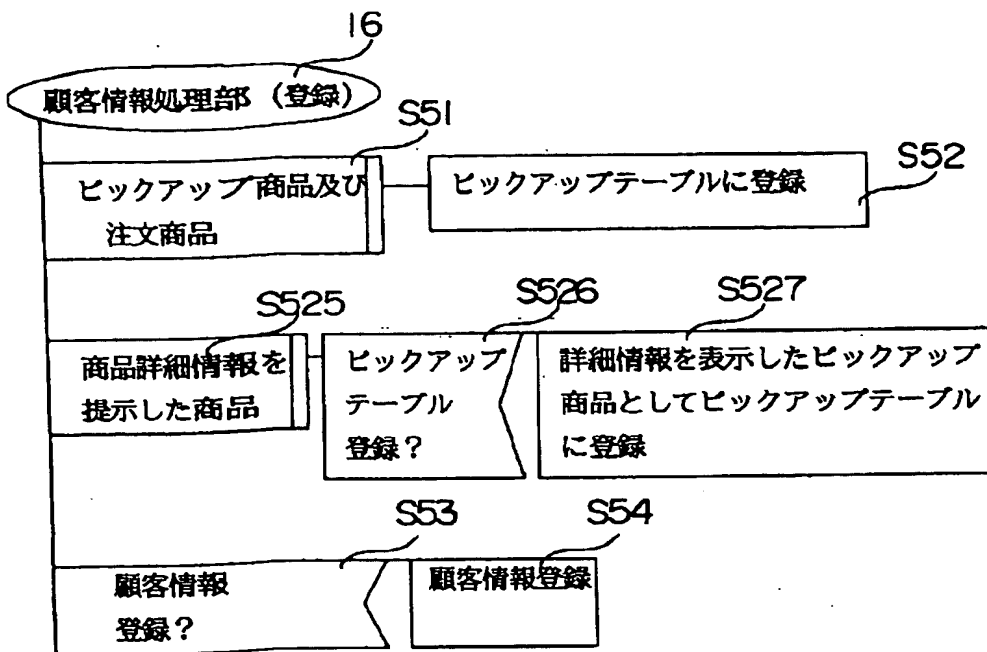
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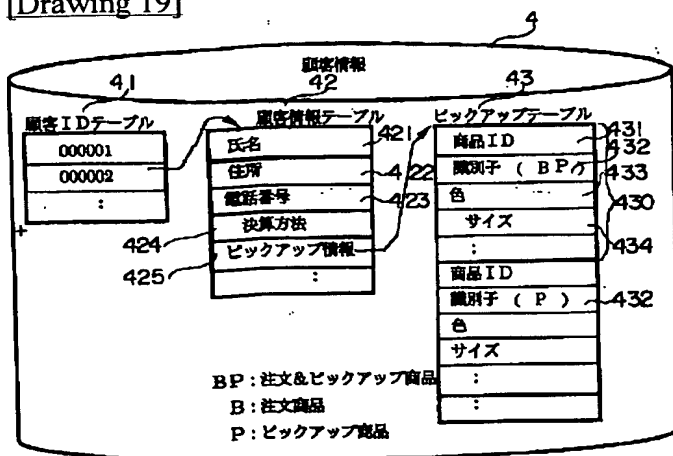
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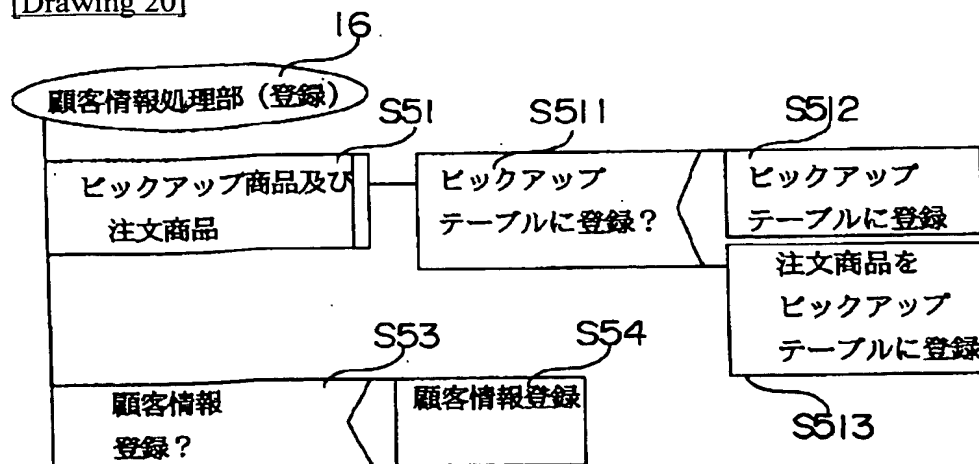
[Drawing 18]



[Drawing 19]

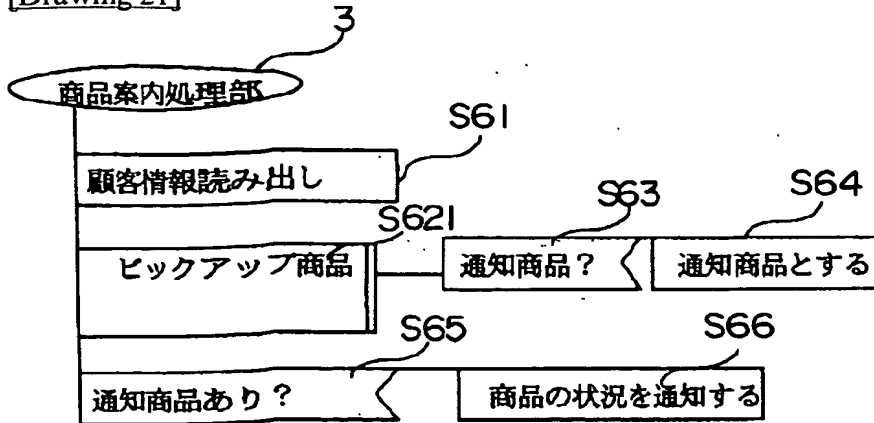


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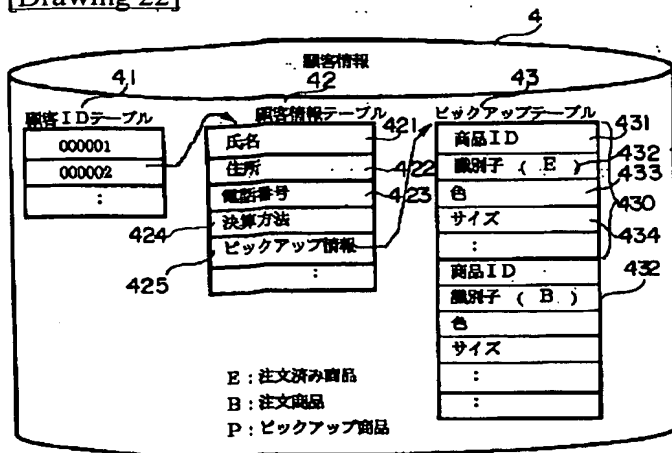




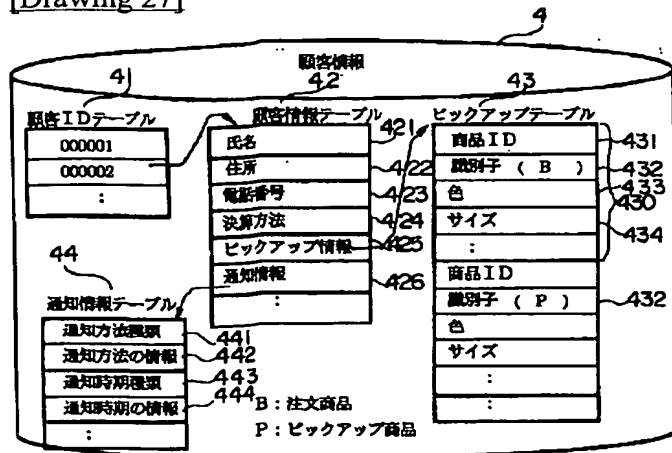
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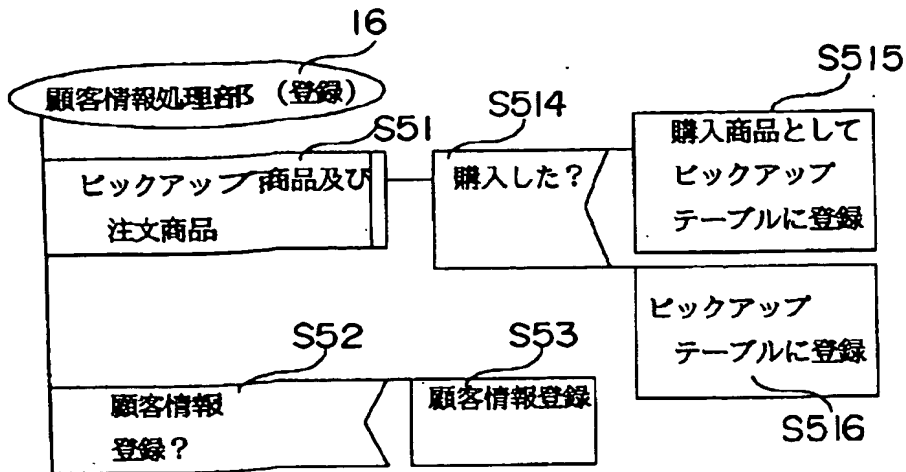
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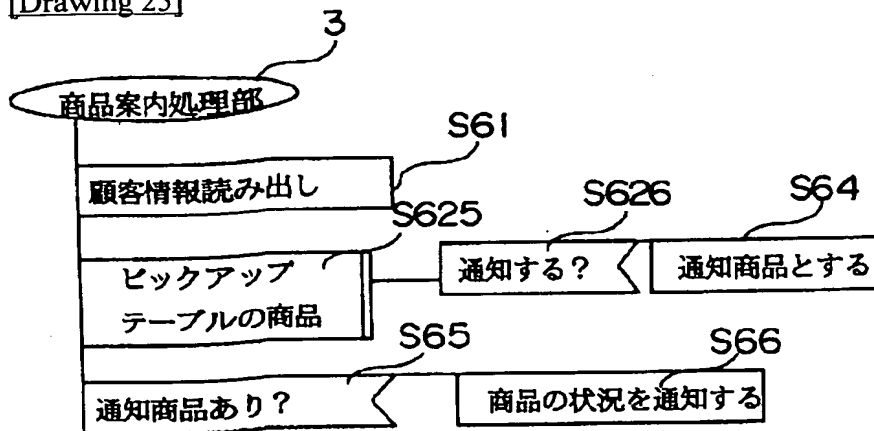
[Drawing 27]



[Drawing 23]



[Drawing 25]



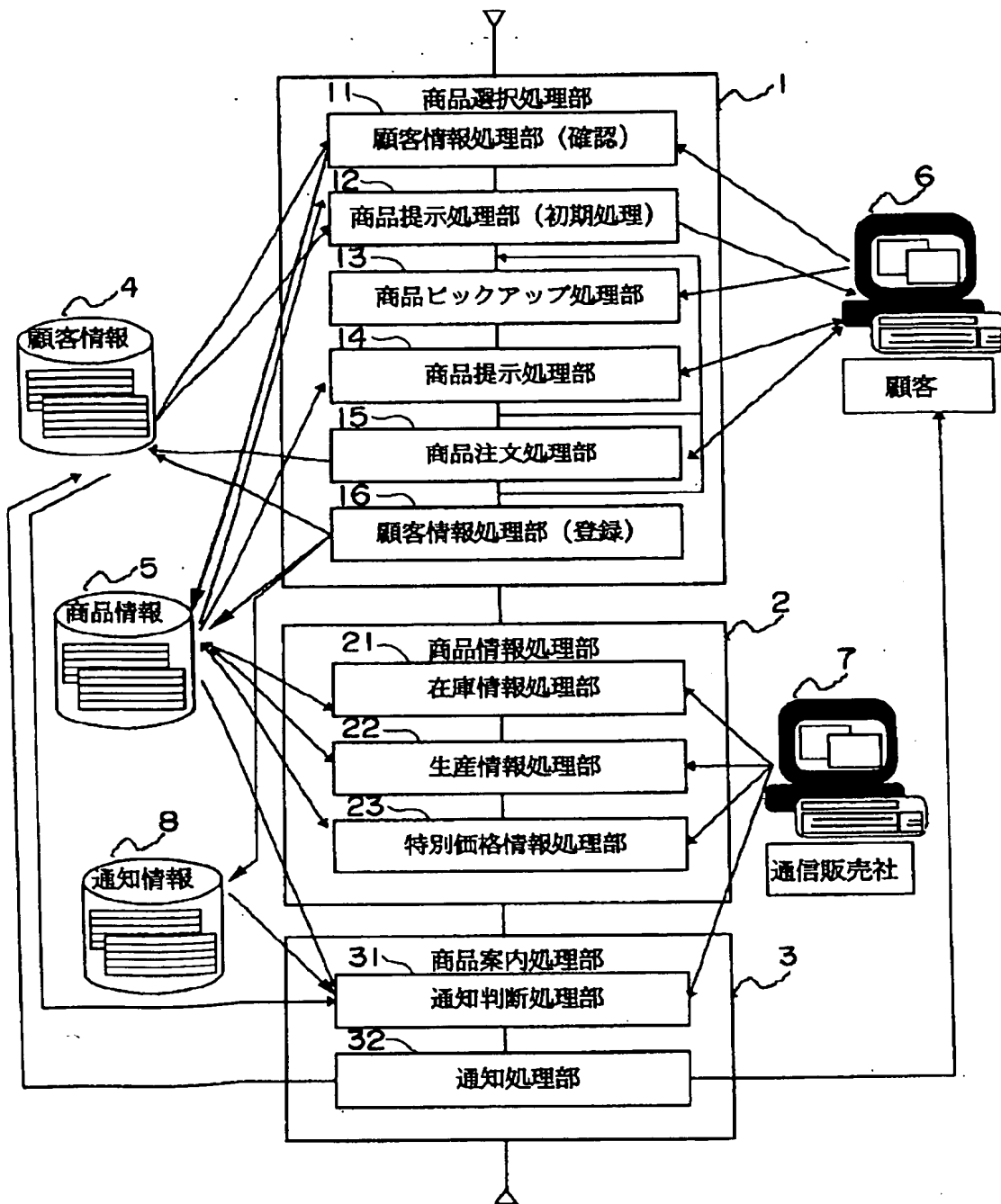
[Drawing 28]

通知方法		
○	郵送	〒 ( ) 住所 (東京都〇〇区×× ) 氏名 (山田 花子 )
	電話	電話番号 ( )
	FAX	FAX 番号 ( )
	電子メール	アドレス ( )
	その他	手段 ( ) 宛先情報 ( )

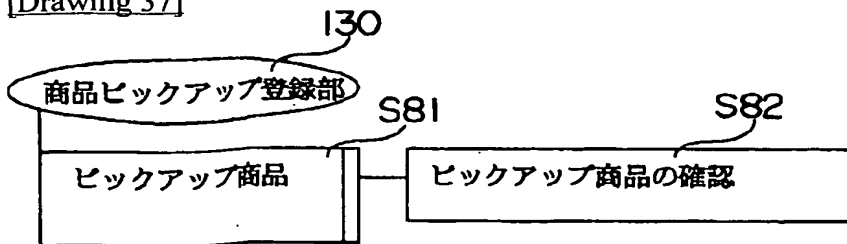
[Drawing 29]

通知時期		
	カタログ有効期限内1ヵ月	
○	商品価格変更時	
	在庫商品が少ない時	
○	3月1日	コメント: 第〇〇誕生日プレゼント 1
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	その他 時期 ( )	
	コメント	1

[Drawing 26]

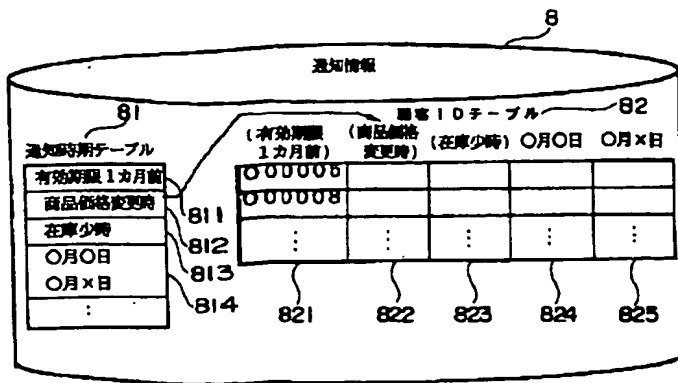


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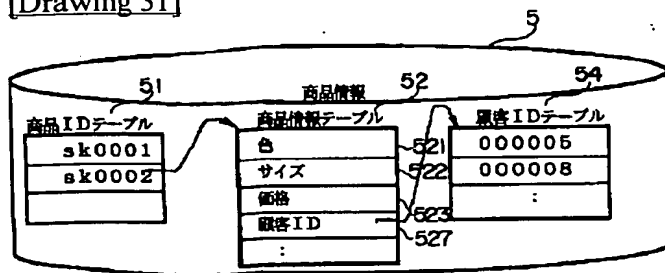


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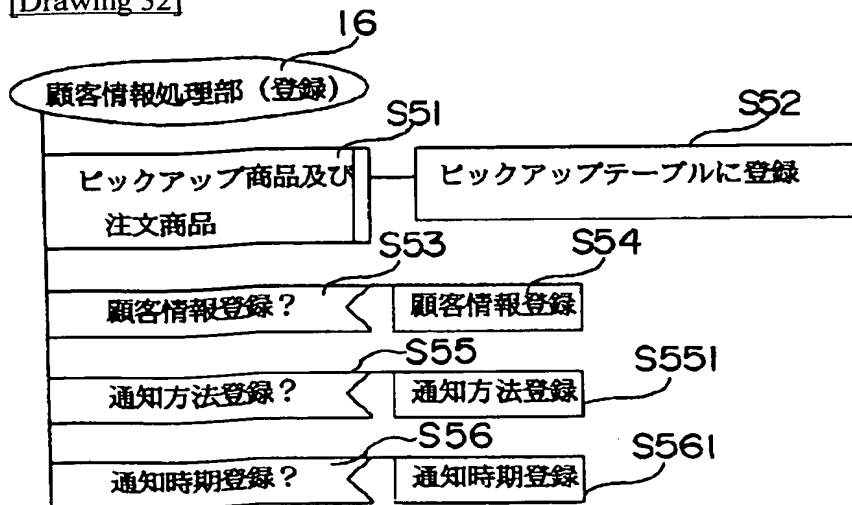
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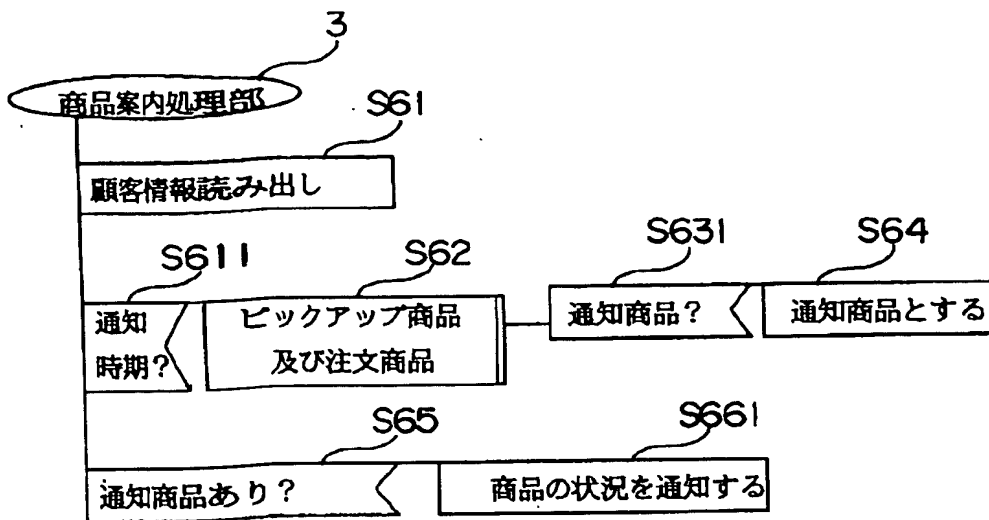
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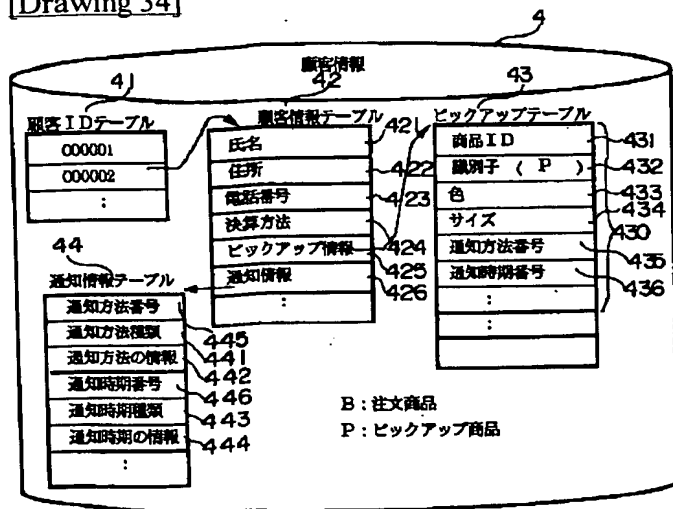
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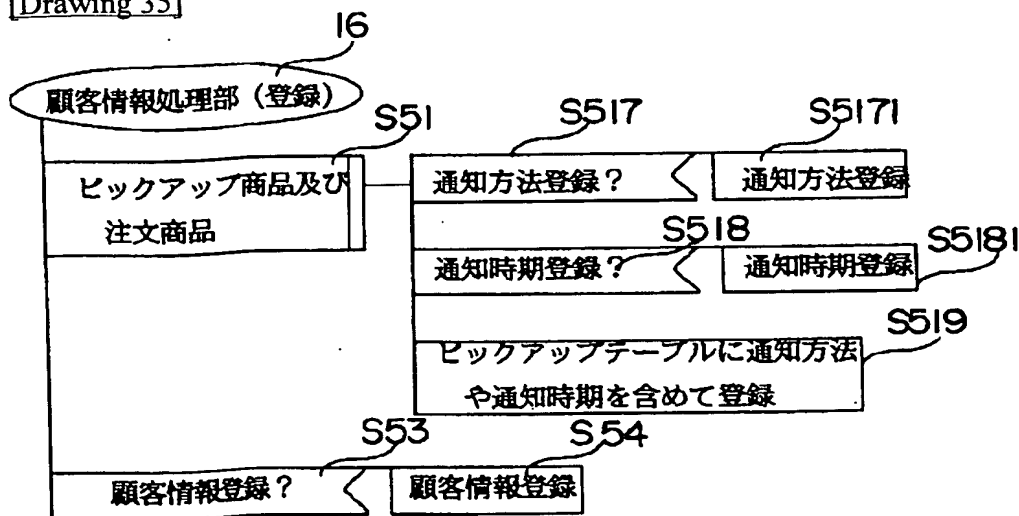
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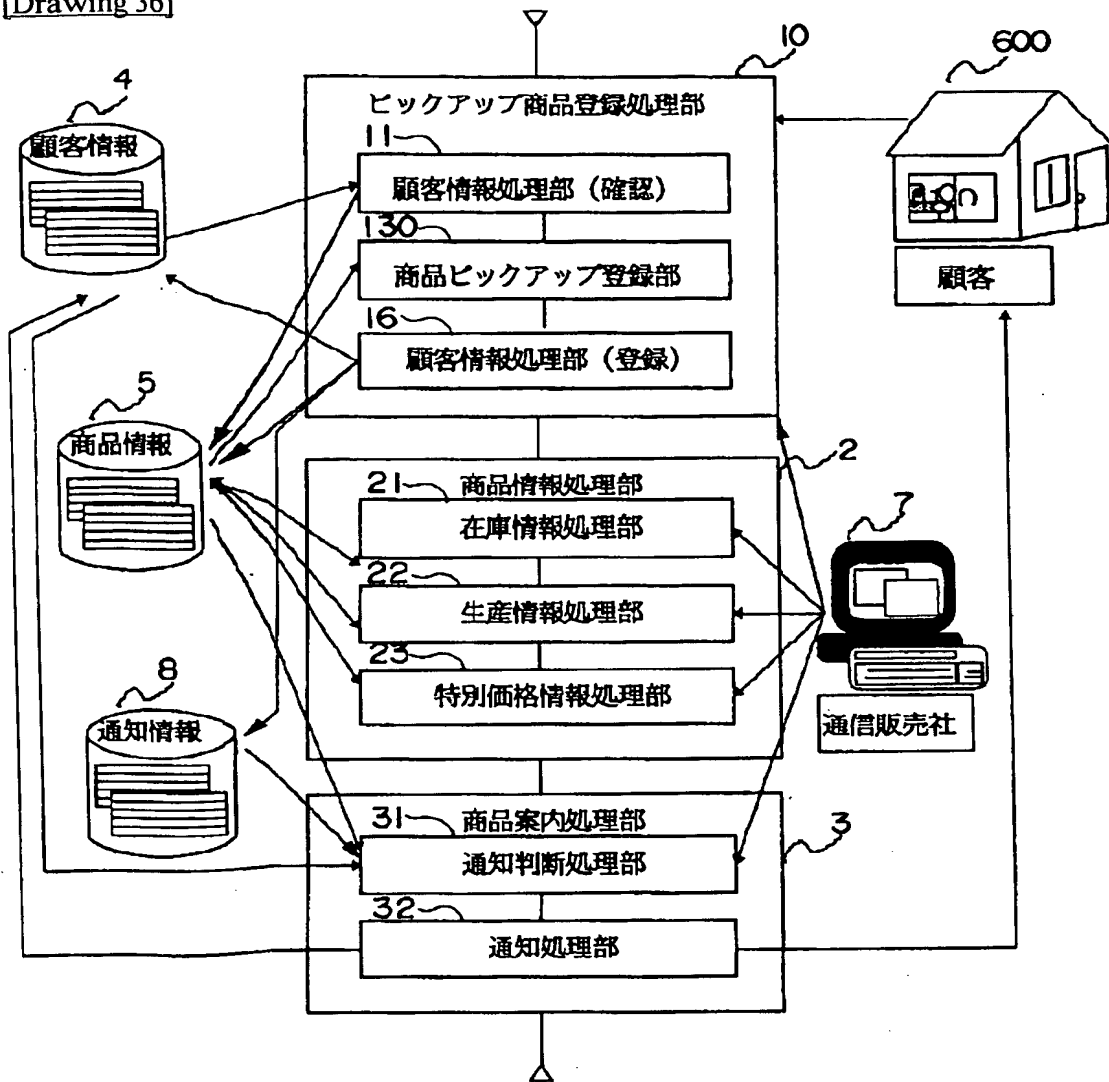
[Drawing 34]



[Drawing 35]

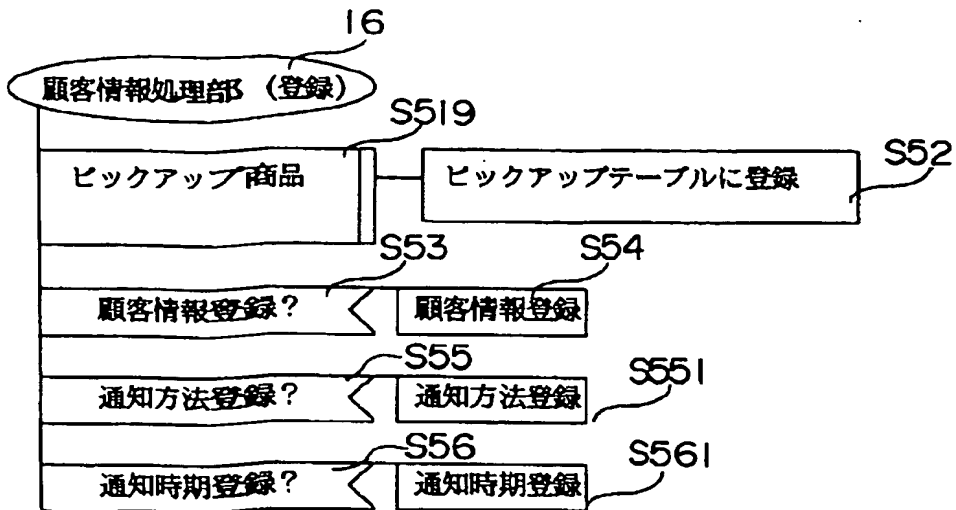


[Drawing 36]



[Drawing 38]

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[Translation done.]